IDG World Update
1995 Index

January 2

Special Issue: A Day In the Life of the IDG Corporate Support Center

January 9

IDG Sweden	IDG Sweden creates own online service
IDG N'lands	IDG Netherlands launches Internet guide
IDC Mexico	IDC-Select Mexico holds briefing session
IDG	Regional offices managers meet for training
IDG Czech.	**Pat McGovern** visits Prague
IDG	On line: **Bill Murphy**
IDG Brazil	Off site: **Rosane Serro**, poet
IDC/LINK	Chairman's Achievers: **Ellen Hersh**, **Andy Bose**
ETA	ETA renamed CD Solutions, Inc.; seeks tag line
World Expo	World Expo/Germany staff goes rafting
IDG	New cartoon

(INSERTS: Referral Bonus Program, East Coast/West Coast Training

January 16

IMS Europe	IMS Europe releases brand preference report
IDG Italy	IDG Italy and Walt Disney team up for PC project
Myanmar, Belarus	*PC World* to launch in Myanmar, Belarus
World Expo	ComNet Warsaw planned for June 20-22
PCW	PCW ranked No. 1 among top executive buyers
IPS	On line: **David Hill**
IDG	**Michel Neece** name to vp/resource development post
IDG Australia	Chairman's Achiever: **Joanne Davies**
World Expo	**Bill Leitch** retires after 27 years
IDG	IDG employees spread holiday cheer
Macworld	On-the-job: Macworld Lab

January 23

M W	Macworld Global Product Line Meeting
IDG	New Miami office targets Latin American market
IDC	**Lee Doyle** wins Peacock Award, two others runners-up
IDG Hungary	IDG Hungary celebrates first year of TV show
IDG	On line: **Jim Casella**
MW/IDG	MACWORLD Expo/SF draws record crowd — again
IDG	Scholarship fund to honor **Amy Silberman**
IDG	Corporate travel column
IDG	IDG trivia contest

(INSERT: Local Loop classifieds)

January 30

IDG Hong Kong	IDG Hong Kong posts best quarter in its history
IDG	**Pat McGovern** named top publishing exec of '94
IDC U.K.	IDC U.K. telephone caller has royal run-in
FCW/IDG	**Pat McGovern** inspects *FCW* race car
PCW	*PCW* fundraiser raises $3,434 for Toys for Tots
WE/Shenzen	Chinese business units team up for show in Shenzhen
PCW Nwsltrs.	On line: **Craig Pierce**, PCW Newsletters
IFTW	Infotainment World book division up and running
IFTW	On-the-job: **Kathy Skaggs**, Infotainment World
IDC	Chairman's Achiever: **Angele Boyd**, IDC
IDG	New cartoon

(INSERT: HR Update Jan./Feb.)

February 6

Germany mags.	Germany's *Macwelt* leads the market
IDG Brazil	*PCW Brazil* teams with newspaper to enter new market
IDC Brazil	IDC sets up first Latin American subsidiary in Brazil
CW	*CW* announces creation of Apple Enterprise Awards
IDG	On line: **Pat McGovern**
IDG	HR sponsors Global Fellowship Program
Germany/CW	Photos from *Computerwoche*'s 20th anniversary party
CW	Chairman's Achiever: **Anne McCrory**, *CW*
IDG	Cartoon caption winners

(INSERT: World Update reader survey)

February 13

Ukraine	*PCW Ukraine* joins publication lineup
IDG	European sales managers in Lisbon talk brand awareness
InfoWorld	*IW* inks deal with Internet-based retrieval services
IFTW/IW	*IFTW/IW* to collaborate on interactive entertain. forum
IDG Hungary	Hungary's *PCW* and *CW* celebrate anniversaries
IDG	On line: **Bill Murphy**
World Expo	Attendance and new products are records at ComNet '95
IDG	IDG staff hits the slopes with European media moguls
Norway	Chairman's Achiever: **Bjorg Elin Brodersen**

(INSERT: Chairman's Council newsletter)

February 20	
IDG Denmark	*PCW Danmark* celebrates 10th anniversary
IDG	IDG European publishing managers meet in Barcelona
IDG	Business unit performance for Q1 FY95
IDG IS	IDG Financial IS Group has new beeper system
IDG	IDG sets dates for 1995 function meetings
IDG	On line: **Kelly Conlin**
IDG Taiwan	IDG Taiwan celebrates with annual year-end party
IDG Taiwan	Origins of Chinese New Year
IDG Hong Kong	IDG Hong Kong staff welcomes year of the Golden Pig
IDG Hong Kong	Traditional celebrations for Chinese New Year
PCW	10th anniversary: **Judy Sutter**, *PCW* (Atlanta)
February 27	
IDG Germany	*Computer Seller Business* and CD-ROM target resellers
IDG Books	IDG Books' Bus. and Gen'l Press goes beyond IT
IDG	Lotus Notes Update
IDG Hong Kong	On line: **Melvyn Bennett** and **Michaela de Almeida**
IDG	Off site: **Tom Mathews**, wine collector
IDG	Travel Update
IDG	Winners of 1/23/95 trivia contest
IDG Norway	10th anniversary: IDG Norway's **Morten Hansen, Lars Egil Saetrang, Tone Wolmersen, Bjõrg Elin Brodersen** and **Thomas Bergerskogen**
(INSERTS: Local Loop; AIDS Walk memo --East Coast units)	
March 6	*Special Issue:* IDG: Who Are We? (directory of IDG functional areas and business units)
March 13	
IDG	Summary of U.S. managers meeting
IDG/IMS	Summary of 4th annual IDG Global Summit
IDG	Venture capital tips from **Steve Coit** vis-a-vis new projects
IDG	On line: **Jim Casella**
CW	10th anniversary: **Patty White**, CW
(INSERT: IDG Events Calendar)	
March 20	
WE	MACWORLD Expo/Tokyo continues to break records
PCW	*PCW* Editors scoop three Neal Awards from ABP
IW	IW's **Alsop** named exec. vp, **Lowe** to head IW Electric
IDG Turkey	*PCW Türkiye* launches insert for novies, bests PC Mag.
CW	On line: **Gary J. Beach**, *CW*
IDG	"On the Internet" (new *WU* column launched)
IDG	Cartoon caption winners
CW	10th anniversary: **Sharon Bryant**, *CW*

March 27

IDG Australia	Australia's *Computer Living* targets home users
IDG Taiwan	IDG Taiwan sponsors marketing strategies seminar
IDC	IDC aims to integrate approach to HR issues in Europe
PCW	*Mulitmedia World* was second hottest IT book in '94
IDG Germany	*Computerwoche* is most widely read IT pub in Germany
IDG Italy	*CW Italy* cover color reflects varied supplements
CW	*Computerworld* is a sponsor of '95 Computer Bowl
PCW	*PCW* and *Forbes* plan electronic commerce supplement
IDG	On line: **Bill Murphy**
IDG Taiwan	Spotlight: IDG Taiwan
IDG Taiwan	*PC World Taiwan*'s cover flap for ads is a hit
IDG Taiwan	IDG Taiwan sponsors English language classes
PCW	Chairman's Achiever: **Micheal Desmond**
IDG Germany	10th anniversary: **Barbara Ringer**

(INSERT: Local Loop)

April 3

IMI	*Publish*'s technology supplement serves readers, vendors
IDG Germany	Virtual Reality World draws international audience
IFTW	*GamePro* subscriptions soar
IFTW	*Electronic Entertainment* sponsors Murphy Awards
CW	Response Technologies honored as DEC Business Partner
IDG	On line: **Pat McGovern**
IDC	IDC's first quarter Excellence Award winners (**Eric Prothero**, **Liz McPherson**, **David Card**, **Patrick Gorman**)
IDG	Online Function Meeting open to all employees
ExecuTrain	ExecuTrain moves into new headquarters
IFTW	IFTW bowling outing
IDG Books	Chairman's Achiever: **Kathy Welton**
MSD/IDG	Photo from Ski IDG outing for advertisers
IDG Germany	10th anniversary: **Anton Paunert**, *PC Welt*

(INSERT: East/West Training Collaborative Program)

April 10

FCW	*FCW* capitalizes on FOSE-related activities
Greece	New licensee launches *GamePro* in Greece
IDG Sweden	*Macwelt Sweden* hosts Apple's Michael Spindler
IW	InfoWorld Test Center staff speak at Ill. seminar
World Expo	IDG reorganizes expo business, forms new business units
IDG	On line: **Jim Casella**
IDG	"Lotus Notes Update" column focuses on getting started
IDG	Winners from the "IDG: Who Are We" photo contest
FCW	Anatomy of a corporate sponsorship program
World Expo	Object World/Boston tallies record numbers
MW	**Colin Crawford** named Macworld president
IDG France	10th anniversary: **Aromi Rajon, Pierre Berger, Alain Paccagnella**
World Expo	Celebrating 10: **Robin Andreola**

April 17

IDG	Publishing Institute convenes for eighth year
NW	Redesigned *Network World* has highest ad pages ever
IFTW	Infotainment World rolls out GAMESCAN kiosk
IDG/C France	IDG and IDC France plan country's first major PC event
IDG Taiwan	IDG Taiwan makes splash at Windows software show
IDG	Lotus Notes discounts offered
IDG	On line: **Bill Murphy**
IDG	Characteristics of a high-performing team leader
IDG/CW	**Paul Gillin** on top 10 trends affecting IT industry
IDG/IMS	IDG study targest importance of corporate branding
IDG Australia	IDG Australia introduces online job bank, daily fax service
Australia	Licensee launches *Publishing Essentials*
IDG	Travel Update
IDG Germany	10th anniversaries: **Stefan Liba, Siggi Pöschel**
IDC	IDC promotes four to group vp post; other named vps
IDG Germany	Chairman's Achiever: **Stephan Scherzer**, Macwelt
IDG	New cartoon

April 24

Infovision Int'l	Infovision International consolidates end-user businesses
IDC France	IDC France features Global IT survey, local climate
CW	**Paul Gillin** to speak at Cognos conference
IDG Books	IDG Books wins honors in *Computer Currents*' Awards
PCW	*PCW* announces joint venture with *Working Woman*
MW	*Macworld* circ. to rise to 650,000 in July
IW	Winners of *IW* readers choise awards announced
PCW	*PCW* to hit paid circ of 1,000,000 in July
IDG Taiwan	*PCW Taiwan* salutes buyer's choice awards
IDG	On line: **Kelly Conlin**
Infovision Int'l	IDG Insurance Services is II's first vertical advisory group
IDC	IDC U.S. ushers in third decade of briefing sessions
IDC	**David Card** re Microsoft in the enterprise, hot products
MW	*Macworld* strikes up team spirit with bowling league
IDG	Internet "Good Times" virus called a hoax
IFTW	Preview of IDG participants at E3 show
IDC	10th anniversary: **Madeleine Spencer**, IDC

(INSERTS: HR Update, Local Loop, Boston-area AIDS Walk info)

May 1

IDG	IDG takes home 13 Computer Press Awards
IMS/PCW	Fax service gives client access to IDG marketing materials
CW	CW Professional Development group logs best quarter
IDG Germany	*Macwelt* and *Ringier Team* up for digital imaging section
India	Indian licensee soon to launch *PCW*, *CW*
IDG	IDG press release database now on Lotus Notes
IDG Germany	*PC Welt* and *Macwelt* post circulation "firsts"
IMS	On line: **Peter Horan**, IDG Marketing Services
Connell	Business Computer Publ. launches *I+way* special issue
IDG	"On the Internet" column: Getting Wired
NW	*Network World*'s 9th anniversary takes the cake
IDG Germany	10th annniversary: **Ingrid Holzbauer**, *Computerwoche*

May 8

IMS/Europe	European "Buyers & Your Brand" study unveiled
IDG	IDG booth, *CW* brochure win Icon Awards
Vietnam	IDG to sponsor Vietnam Computerworld Expo in Nov.
IDG Netherlands	*Computer!Totaal* reaches 100,000 circulation
IDC Gov't Mk.Sv	IDC's government group serves up tea and briefings
IDG	On line: **Pat McGovern**
IDG China	*Telecom Product World* off to strong start in China
IDG Germany	Chairman's Achiever: **Dr. Michael Klein**, *PCW*
IDC	IDC Runners go the distance in Boston Marathon
IDC	10th anniversary: **Carol Miller**, IDC

(INSERT: "IDG: A Day in the Life" insert)

May 15

NW/WE	Network World Unplugged show debuts in New York
CW/IDG	*Computerworld* holds first global product line meeting
IDG Italy	New editorial sections boost *CW Italia*'s ad bookings
IDC/IW	IDC, *InfoWorld* launch home pages on World Wide Web
MW/PCW	*MW* and *PCW* take home Maggie Awards
IDC	On line: **Kirk Campbell**
IDC	IDC Communication Group surveys Internet users
IDG	IDG News Service hosts first in series of Editors' Days
CW	CW's **Paul Gillin** named MVP in Computer Bowl VII; sample of Computer Bowl questions
IDG	Cartoon caption winners

May 22

IDG Books	IDG Books marks five years, sponsors "Dummies" month
CW	*CW*'s *Global 100* leverages IDG's worldwide resources
IDG Books	So. Calif merchandisers attend Staples gala in San Diego
IDG Germany	*PC Welt* earns "Best of Europe" direct marketing award
IDG	On line: **Jim Casella**
NW	*NW* uses blue ribbon theme for marketing campaign
IDG	Offices participate in "Take Our Daughters to Work Day"
IDG Books	Sidebar on upcoming *Sex for Dummies*
PCW	Chairman's Achievers: **Ulrike Diehlmann**, **Kirk Steers**
IDG Germany	10th anniversary: Richard Fachtan

(INSERT: AIDS Walk Update- Boston area offices)

May 29

PCW	PCW Product Line Meetings exploit synergies
IDG Spain	*PCW España* ranks as best bet for advertisers
IDG Norway	*Multimediaworld* hits electronic publishing, etc.
IDG M.S.	IDG Marketing Services name equals unified brand
MW	*Macworld* announces plans for FutureWorld
CW	*CW* sponsors Windows World applications contest
Ukraine	*CW Kiev* unveils first color issue at major show
IDC	IDC produces Latin American channel study
IFTW	On line: **Pat Ferrell**
IDG China	**Pat McGovern** visits five Chinese events
PCW	*PC World* Latin edition debuts, reflects teamwork
IW	*IW* plans reprints function meeting in the fall
IDC	10th anniversary: **Donald Bellomy**

(INSERT: Local Loop)

June 5

IFTW	E3 debut is largest trade show launch ever
CW	CW Custom Publications predicts banner year
IDG	Results of the IDG World Update Reader Survey
IDC	IDC publications group loggs 10,000th document
IDG	On line: Kelly Conlin
IDG	Travel Update page
IFTW	Facts about electronic entertainment market
IFTW	Experts forecast E2 industry's future
CW	(sidebar) Custom publications add to bottom line
IDG	Announcement for IDG Photo Calendar Contest
IDG	New cartoon

(INSERT: Corporate challenge road race in Boston)

June 12

IDG	Wrap-up of marketing/research function meeting
MW	*Macworld* holds first "Active Buyer Day"
Bulgaria	Bulgarian licensee exhibits at two trade shows
ExecuTrain	ExecuTrain expands to offer technical training
IDG N. Zealand	NZ's **Chris Keall** honored at Qantus Awards
PCW	*PC World*, *Multimedia World* available on Prodigy
IDG Asia	On line: **Hugo Hsiung**
IDG	Insights on ad agency perspectives
IDG	Lotus Notes update
IDG Denmark	10th anniversary: 7 IDG Denmark employees
InfoWorld	10th anniversary: **Michael McShane**

(INSERT: STAR Award nomination sheet)

June 19

IMI	*SunWorld Online* to debut in July
IDG Romania	IDG Romania's conference, awards, anniversary
Belarus	*PCW Belarus* debuts as country's first computer pub
FCW	*FCW* wins Amer. Society of Biz Press Editors Award
IDG Australia	*au.World* to cover online services in Australia
CW	CW recruitment staff honor IS-friendly companies
IDG	On line: **Bill Murphy**
IDG	On the Internet column: WWW, URL, Net terms
IDG	Reprint staff invited to function meeting
IDG	Update on Lotus Notes' maintenance prices
Ukraine	*CW Kiev* marks first anniv. with page, circ increases
Macworld	10th anniversary: **Leslie Barton**

June 26

IDG	European Publishing Institute held in Barcelona
IDG Denmark	*PC World Danmark* honored for CD-ROM efforts
IDG Books, IFTW	IDG Books signs publishing deals with IFTW, Novell
FCW	*FCW* race car enters its second racing season
CIO	*CIO* wins Ace Award for Executive Programs kit
IDG Italy	IDG Italy starts quarterly newsletter on activities
IDG Italy	*Macworld Italia* staff produced show daily
IDG Germany	*PC Welt* No. 1 in coverage, high-income readers
CW	*CW* survey asks CEOs about IT usage
IDG	On line: **Jim Casella**
IDG	Human Resources directors hold function meeting
IDC	IDC implements formal mentoring program
MW	*Macworld* holds international editors meeting
IDG	Reminder about IDG Photo Calendar Contest
CW	Chairman's Achiever: **Andrea Zurek**, *CW*
Austral, IDC, CW	Ch. Ach. 1st qarter winners: **Joanne Davies**, **Angele Boyd**, **Anne McCrory**
IDG	Management Publishing Institute held in Calif.
IDG Germany	20th anniv.: **Monika Tenbieg**, **Nora Hörmann**

(INSERTS: Local Loop classifieds, HR Update)

July 3

CIO	CIO's *WebMaster* target business opportunities
IPS	IPS takes on licensing activities for expos
CW	*Client/Server Journal* presents Excellence Awards
IW	*IW* readers find ways to generate reveues online
IW	New *IW* advertising sections target internet
IDG	On line: **Kelly Conlin**
IDG Czech.	*CW Czech.* has busy month with shows, 5th anniv.
IDG	*MW*, *CW*, *PCW* and *FCW* win nat'l ASBPE Awards
IDG	Boston-area staff raises $40,000 for AIDS causes
IDG	Cartoon caption winners
CW	10th anniv.: **Nancy Percival**

July 10

IDG IMS	First European Global Summit held in Barcelona
IW	InfoWorld Flash Research service reaps rewards
IDG U.K.	IDG Media launches GamePro in the U.K.
CW	*CW*'s first TV ad touts reader loyalty
IW	*IW* presents its Landmark Technology Award
PCW	*PCW* announces World Class Awards for '95
MW	*MW* releases latest international subscriber study
SunWorld	*SunWorld Online* goes live
IW	On line: **Jim Martin** (part 1)
MW	*MW* organizes to promote a healthier workplace
MW	Sidebars: repetitive stress, prevention benefits
CW	10th anniversary: **Chris Glenn**

(INSERT: Drawing for Museum Passes -- Boston area)

July 17

IDG Books	IDG Books does brisk business at ABA convention
IDG Spain	IDG Spain launches *DealerWorld*
CD Solutions	CD Solutions' first Internet title sells over 100,000
IDG Australia	IDG Australia CD-ROMs for *PC World*
MW	MW's Active Buyers Day targets multimedia
IW	On line: **Jim Martin** (part 2)
IDC U.K.	IDC U.K. surveys home computer market
IDG Spain	IDG Spain program cultivates young journalists
IDG	Travel Update
IDC	Off-site: IDC's **Joe Loiselle** (martial arts)
CIO	Photo from CIO's *WebMaster* launch party
IDG	New cartoon

July 24

IDG	Sales managers hold annual functional meeting
IDG	IDG stakes claim on the World Wide Web
CW/CD Sol.	CW's Custom Publishing and CD Solutions team up
WE/Japan	Fourth Windows World/Tokyo sets new records
IDG U.K.	IDG Media hosts European managers
NW	*NW* editorial team featured in marketing piece
IDG	On line: **Bill Murphy**
IDG	Lotus Notes is prime topic at IS functional meeting
IDC	IDC holds first European sales training meeting
IDG	IDG international photo calendar notice
IDC	10th anniversary: **Marilynn Raineri**

July 31

FCW	*FCW* opens it own test center
IDG Books	IDG Books seeks to build online presence for titles
IDG Books	**Ushijima** tapped to head online unit
CW Chile	*CW Chile*'s new look sells well on newsstand
CW/IW Taiwan	*CW/IW Taiwan* celebrates six years
IDG Argentina	IDG Argentina boasts strong presence at Infocom 95
PCW Italia	*PCW, MW Italia* include comic book
CD Solutions	CD Solutions to publish *Using Internet for Profit* CD
IDG	On line: **Pat McGovern**
IDC	IDC employees honor colleagues for jobs well done
IDG	IDG editors create forum to discuss online issues
IDC	European IT Forum slated for September
Sunworld	Correction: Correct URL
IDG Spain	IDG Spain employees celebrate years of service
IDG	10th anniversary: **Donald Young**

(INSERT: Local Loop)

Aug. 7

IDG U.K.	Revamped PC Home Doubles Circulation
WE Germany	ComNet Warsaw debuts in fast-growing Polish mkt.
IDG U.K.	GamePro U.K. lands starring role at the movies
IDG	New GL impacts U.S. units
IDG MS Div.	Buying IT Previews
IDG	Online: Jim Casella
IDC	IDC announces excellence awards
NW	Customer input adds value to NW's strategic plan.
IDG U.K.	U.K.'s Mac line-up expands
CW	10th anniversary: **Audrey Abbott-Ruiz**

Aug. 14:

CW	Technical recruiting conference draws crowd
MW	*Macworld* scoop debuts online
IDC	IDC emphasizes customer service in full-day train.
CD Solutions	CD Solutions signs distribution deals
Executrain	ExecuTrain introduces Windows 95 classes
PCW	*PCW* card deck wins design award from Solar Press
IDG	On line: **Jim Casella**
IPS	IDG News Service seeks to fill posts in London, Paris
France	IDG, IDC France collaborate on online conference
IDG	Framingham HR staff gives back to community
IDG MSD	Chairman's Achiever: **Jennifer Rizzo**, **Gill Warren**
IDG	IDGers take strides to get fit
PCW	Satisfied sailors-- *PCW* production staff
IDG	10th anniversary: **Libby Levinson**

Aug. 21

MW	IDG business units stand out at MACWORLD
IDG	Retired Pres. **Walter Boyd** Honored in Celebration
Romania	Romanian licensee uses buses to drive home image
CD Solutions	CD Solutions releases new CD-ROM
IDG Books	On line: **John Killcullen**
IDG	Corporate STARS shine at summer outing
IDG	Cartoon caption winners

Aug. 28

IDG Switz.	IDG Switzerland celebrates 10 years of success
IDC U.K.	Down under InTEP forum now topside
FCW	*FCW* recognized by *Folio* as best gov. publication
WE Asia	World Expo Asia plans first CW Expo in Vietnam
CW	*CW* seen by more business purchasers than *In. Wk.*
Resp. Tech.	On line: Response Technologies **Jaye Tyler**
IPS	Global Communications Update, **Jeff DeBalko**
Connell	Retreat helps Connell executives focus on future
Connell	At a Glance: Connell Communications
IDG	East Coast employees rise to Corporate Challenge
CW	10th anniversary: **Lois Beninati**

Sept. 4

MW U.K.	*Macworld* U.K. racks up 100% newsstand gain
IDG	HR's employee referral bonus program pays off
Ireland	*ComputerScope* is best-read among Ireland's IT ex.
PCW	*PCW*'s October issue sets IDG revenue record
IDG Books	IDG Books capitalizes on Windows of opportunity
IMS	On line: **Frank Cutitta**
IDG	INROADS program promotes workplace excellence
IW	Sidebar: *IW*'s **Donna Vieritas** is mentor of year
IDG	Employees honored for outstanding telephone svc.
C'woche	Chairman's achiever: **Daniel Maier**
IDC	10th anniversary: **Rebecca Segal**

(INSERT: July/September HR Update)

Sept. 11

IDG Media	IDG Media (UK) Enters New Markets w/New Titles
IDG Brazil	IDG Brazil plays host to IT execs during Fenasoft
IDG	IDG acquires interest in The World Paper
IDG Taiwan	IDG Taiwan boosts revenues at Taipei show
Russia	New licensee signed in Russia
IDG	Online: **Kelly Conlin**
IDG	Travel Update
CW Germany	Chairman's Achiever: **Zvonimir Lepusa**
IDG	New cartoon

Sept. 18

CW	*CW* recruitment ad sales books record issue
PCW	*PCW* presents an array of online offerings on MSN
IDG	IDG teams with Mitch Hall for key expos
MMW	*Multimedia World* leads industry in ad growth
CD Solutions	CD Solutions launches home page on Internet
ActiveMedia	ActiveMedia unveils *LiveDV* multimedia resource
IDG	On line: **Marion Kibbee** (part 1)
IDG West	West Coast employees raise over $20,000 for AIDS
IDG Spain	IDG Spain promotes English language training
IFTW	IFTW employees honored for 100% survey response
IDG	IDG seeks managing director for Singapore, Malay.
IDG News.	IDG Newsletters hosts design discussion on MSN
GamePro	10th anniversary: **Wes Nihei**

Sept. 25	Special Issue: A Day in the Life of IDG

Oct. 2

IMS/Europe	Internal sales force to handle pan-European buys
IDG	Global Fellowship Program fosters info exchange
IDG Media	Sidebar: Program helps IDG Media get leg up
IDG Austria	IDG Austria launches networking supplement
NW	NW introduces new seminars
PCW Myanmar	*PCW Myanmar* debuts
IMS/Europe	On line: **Jeff Meers**, pres/IDG Mkting Svs. Europe
GamePro	*GamePro* stages "blockbuster" promotion
CW	10th anniversary: **Mitch Betts**

Oct. 9

IDG Denmark	IDG Denmark launches Web page
Iceland	*PC World Iceland* license signed; to debut in Dec.
Greece	Greek licensee adds *Multimedia World* to lineup
IDG Books	IDG Books cited for brand building of *...For Dummies*
IDC	IDC customers polled on O.J. Simpson trial
IDG Argentina	IDC Argentina launches *CW Client/Server Journal*
IMS/Europe	On line: **Jeff Meers**, pres/IDG Mkting Svs. Europe
IMS	"Brand and Buying Process" of IMS series unveiled
IDG	Winners of employee photo calendar contest named
IDG	*World Update* to compile list of IDG home pages
IDG	August proft margin report: *CW/IW*
IMS	10th anniversary: **Maureen Rondeau**

Oct. 16

IDG U.K.	*Macworld U.K.* claims top spot in U.K. market
CW	CW moves office to Old Conn. Path without a hitch
IDG Italy	IDG Italy helps legal professionals master IT
MMW	*Multimedia World* launches CD-ROM magazine
PCW	PCW Online undergoes redesign on America Online
IDG	On line: **Marion Kibbee**, CSC
NW	*Network World* holds sales meeting in Bermuda
IDC U.K.	IDC U.K. releases latest findings on vertical markets
IDG Books	IDG Books employees cheer hospital patients
IDG	August profit margin report: *PCW*
IDG	IDG business units host Comdex Cafe
IDG	Cartoon contest winners

October 23

IDG Sweden	IDG Sweden celebrates 10 years of success
NW	*Network World Fusion*: an electronic community
CW	*CW Client/Server Journal* honored for design
CW	Results of CW's 1995 IS Salary Survey
Philippines	*PCW Philippines* unveils new name, look, Web site
IDG	**Torben Sørensen** invites IDG Webmasters to meet
IDG	On line: **Kelly Conlin**
IMI/Publish	Publish launches RGB Web site
IDG Spain	Off Site: **Paco Zabala**, painter
IDG	August profit margin report: *M W*
IW	10th anniversary: **Jim Martin**

October 30

IDG France/IPS	*Reseaux & Telecoms* teams with News Service
IMS/Europe	IMS/Europe sales team introduced in London
IDG	**Bob Metcalfe** to chair future of technology confab
CW	CW's *Premier 100* focuses on IS management
IDG Irvine	IDG Irvine staff play volleyball for charity
IDG	On line: **Pat McGovern**
IDG Spain	IDG Spain staff climb mountain
IDG	IDG to be a sponsor of Comdex Chili Cook-Off
IDG	Travel Update
IDG	August profit margin report: Communications
Macworld	10th anniversary: **Paul Bonarrigo**

(Insert: East/West Collaborative Training Schedules)

November 6

IW	IW's new executive team has aggressive goals
IDC	IDC's Global Accounts Council focuses on customers
IMS	IDG Marketing Svcs. to handle public relations
PCW	*PCW* is as top influencer for business buyers
IDG Hungary	Bill Gates is guest on IDG Hungary's TV show
IDG	On line: **Jim Casella**
IDC	IDC honors top performers at worldwide sales mtg.
IDG Denmark	IDG Denmark finds success with computer booklets
IPS	IDG News Service to host Comdex newsroom
FCW	*FCW* racecar rides again
IDG	New cartoon

(INSERT: Local Loop)

November 13

IFTW	IFTW plans Multimedia Content Development Expo
IPS	ComNet Canada, Romanian Computer Show
Connell	*I+Way* special issue to list 500 best WWW sites
IFTW	*Elect. Entertainment* to become *PC Entertainment*
PCW	Users cheer PCW Windows 95 Online Guide
CW	**Gary Beach**, Mass. Software Council go to Ireland
IPS	On line: **Rob Garretson**, IDG News Service
CW	*CW* holds first regional corporate recruiters forum
IDG	WWW sites: *FCW*, *MMW*, IDG Books, IDG Brazil
IFTW	IMA Expo and E3: How they compare
IFTW	E3/Tokyo will be first international venue
CW/IDG	Media theory reading/discussion group to form
IDC	IDC runners raise funds to fight cystic fibrosis
IDG	Sept. profit margin chart: *CW/IW*
IDG Brazil	10th anniv.: **Ricardo de Almeida Gonçalves**

November 20

IDG	McGovern shares online publishing vision at Folio
FCW	*FCW* edges ahead of closest competitor
IDG Taiwan	IDG Taiwan co-hosts Taipei notebook show
CD Sol.	CD Solutions releases second title on Internet use
CW	*CW* launches beta site for *@Computerworld*
WE Europe	World Expo/Europe restructured
IDG Germany	*Macwelt* presents '95 product awards
IPS	On line: **Rob Garretson**, IDG News Service
IDC	IDC staff honored with excellence awards
WE Asia/Sing.	Information Superhighway Summit to debut in Asia
ISG	Interactive Services Group previews online model
IDG	IDG publications capture six Folio Awards
IDG	Sept. profit margin chart: *PCW*
IDG	"Famous Last Words": "visionary" predictions

(INSERT: IDC/HR Market Technology Briefings)

November 27

CW	**Gary Beach**'s Tech Corps idea goes nationwide
IDG	Softbank's purchase of Ziff raises questions
IDG Taiwan	IDG Taiwan enjoys outing by the lake
IDC	IDC analysts recognized for accurate forecasts
IDC	On line: **Kirk Campbell**, IDC president/CEO
IDG	IDG employees comment on Softbank's ZD buy
IMS, Germany	3rd quarter Chairman's Achiever Winners: **Jennifer Rizzo**, **Gill Warren**, **Daniel Maier**, **Zvonimir Lepusa**
IDG	Sept. profit margin chart: *MW*, comm. pubs
IDG	New cartoon

(INSERT: IDC/HR Market Technology Briefings)

December 4

IDG	Efficiency tops worldwide managers' agenda
IDG	Top publishing performers earn Chairman's Awards
IDG U.K.	*The Web* extends through supplement in U.K. daily
India	Media Transasia launches *IS Computerworld*
IDG Books	"Dummies" brand referenced in Dilbert cartoon
IDG	On line: **Bill Murphy** talks about expo activities
IDG	IDG managers share great ideas
IDC	IDC initiates worldwide research venture fund
IDC	**Steve Auerbach** wins fishing contest
MW	*MW* employees enjoy Caribbean theme at picnic
FCW	FCW racing team ends its season with two victories
IDG Brazil	10th anniversary: **Nilcimar Laino Oliveira**

(INSERT: IDC/HR Market Technology Briefings)

December 11

IDC	IDC hosts briefing sessions in six Latin offices
IDG Nether.	*MacWorld Netherlands* celebrates fifth anniversary
IDG Germany	*PC Welt* sells record-setting 300,000 issues
IDG U.K.	*GamePro U.K.* contains lollipop/worm cover mount
IW	*InfoWorld* boosts circulation 24% to 310,000
IDC	IDC analysts more frequently quoted than rivals
IDG	On line: **Jim Casella**
IDG	MPI draws rave reviews from participants
IDG/CW/IW	CW/IW circ. managers trade ideas at global session
IDG	Group seeks to halt gunfire that killed IDGer
IDG	Cartoon caption winners

(INSERT: IDC/HR Market Technology Briefings)

December 18 End of the Year Issue

Volume 25, Number 1 January 2, 1995

ONE EXETER PLAZA

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

A Day in the Life of the IDG Corporate Support Center

IDG's Corporate Support Center exists to provide the market vision, operating support and financial systems that ensure IDG's worldwide business units continue to grow rapidly and profitably. It's a tall order for the 26 denizens of the 15th floor at One Exeter Plaza — and one that keeps the office humming from early in the morning till well after the sun sets over the Boston skyline.

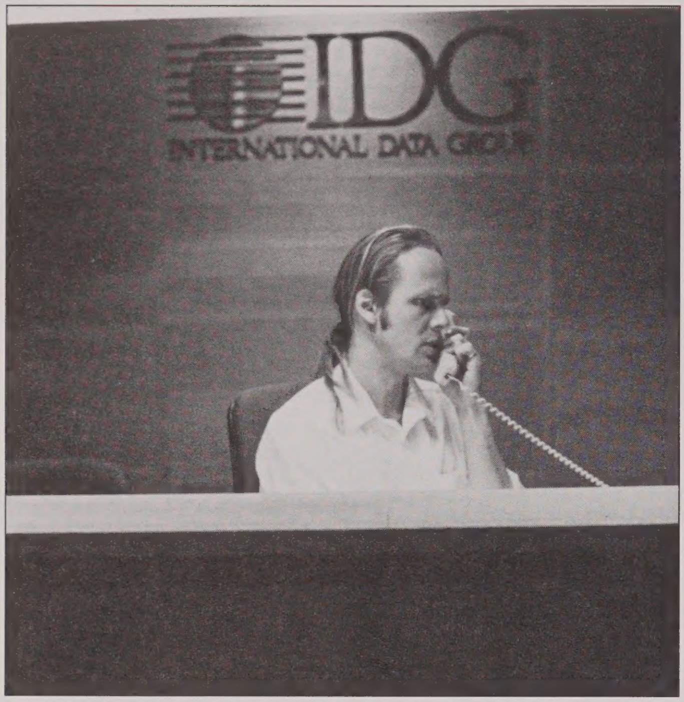
The editors of *IDG World Update* recently spent a day — Tuesday, Nov. 29 to be exact — photographing the staff as they carried out their tasks. While in many ways typical, the day was unusual in that most of the CSC staff was in residence preparing for the next day's monthly Executive Committee Meeting. Of the top frequent flyers, only COO **Jim Casella** was on the road this particular day.

The photographs on the following pages, presented in chronological order, will give you a window on that day and an appreciation for the range of activities undertaken on behalf of IDG's worldwide family.

***7:45 A.M.* *Libby Levinson*, executive assistant to the president, arrives at the office. Because Libby works extensively with IDG's European offices, she likes to get in early to ensure maximum overlap between the workdays.**

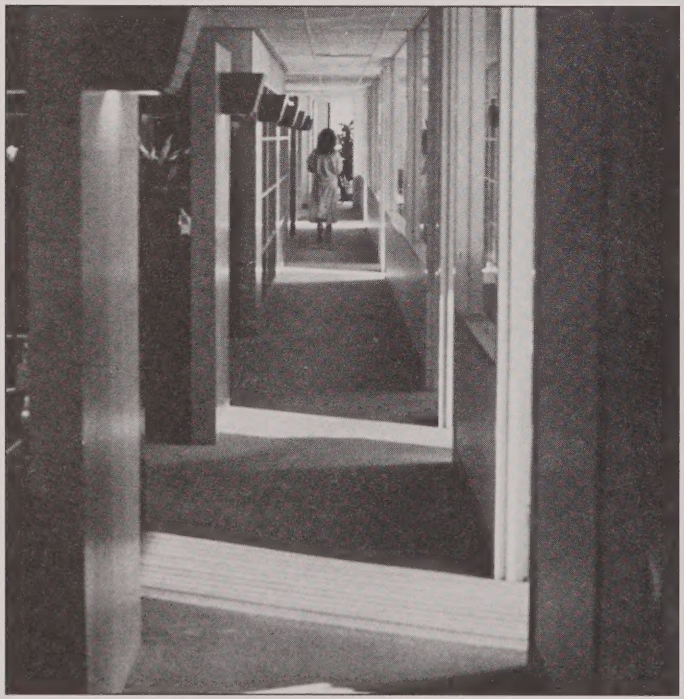
7:47 A.M. *This morning, IDG President **Kelly Conlin** is already hard at work by the time Libby arrives.*

7:55 A.M. *Typically one of the first ones in, Libby gets the first pot of coffee of the day ready for her colleagues who will begin filtering in shortly.*

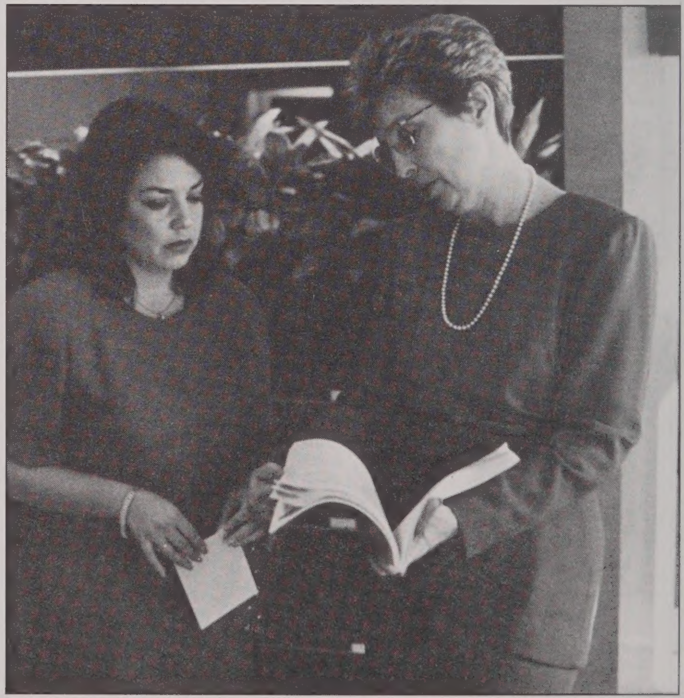


8:30 A.M. *Part-time Office Assistant* ***Doyle Russell*** *handles front-desk duties for Receptionist* ***Susan Marrone****, who is out sick today. Doyle, a full-time student at the New England Conservatory of Music where he is enrolled in the jazz program, also handles a number of other tasks around the office. Thanks to the growing use of direct dial, calls to the main switchboard, which is open from 8:30 a.m. to 5:30 p.m., are down to under 100 on an average day.*

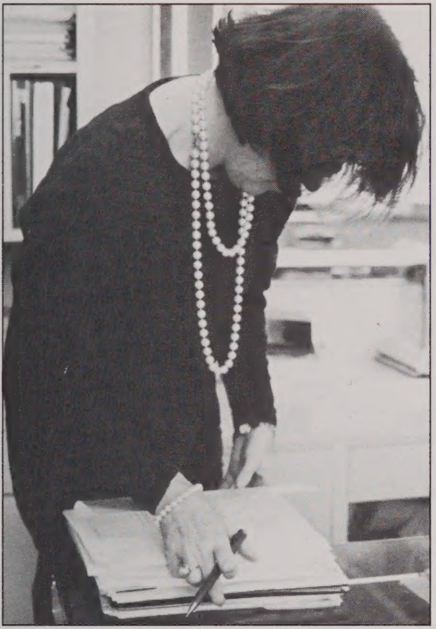
8:33 A.M. ***Judy Bonasoro****, a part-time office assistant, doesn't have a chance to hang up her coat before answering the first call of the day from an IDG employee inquiring about the company's corporate ticket program. Some of the cultural organizations that IDG supports make complimentary tickets available to employees. These are distributed via a lottery system administered by Judy.*



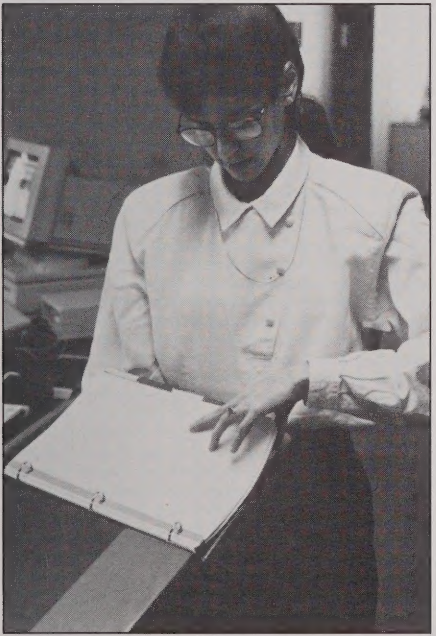
8:45 A.M. *This early in the morning, the halls of the Corporate Support Center are relatively quiet. The company moved its corporate headquarters from 5 Speen Street in Framingham to Boston four years ago to better serve customers and staff traveling to and from Logan Airport.*



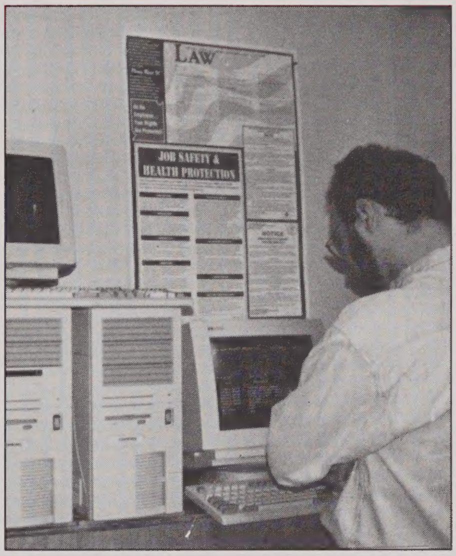
9:05 A.M. *"Every part of the company flows through here," notes Vice-President/Corporate Services Marion Kibbee (right), here looking over the worldwide address listing with Executive Assistant Amy Silberman. The list is updated and circulated to all business units each month.*



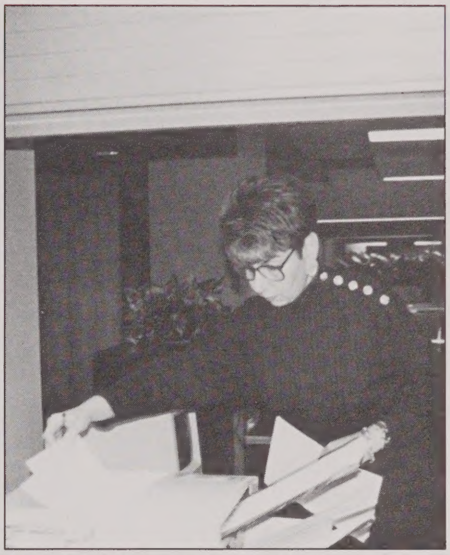
9:10 A.M. *Executive Assistant to the Chairman* ***Maggie Murphy*** *sorts through IDG Chairman* ***Pat McGovern****'s correspondence. Chief among her duties is keeping Pat aware of every piece of mail that crosses his desk on a daily basis — a daunting task considering Pat averages only eight days a month in his Boston office. "But then," quips Maggie, "with E- mail, telephones and faxes, I never consider him really gone."*



10:17 A.M. *Less than 24 hours before the monthly Financial Review Meeting, Senior Financial Analyst* ***Liz Gulla*** *studies this month's "Black Book" — a compilation of year-to-date actuals from IDG's worldwide business units. Although the group has been working on this month's figures for almost two weeks now, today the staff moves into high gear.*

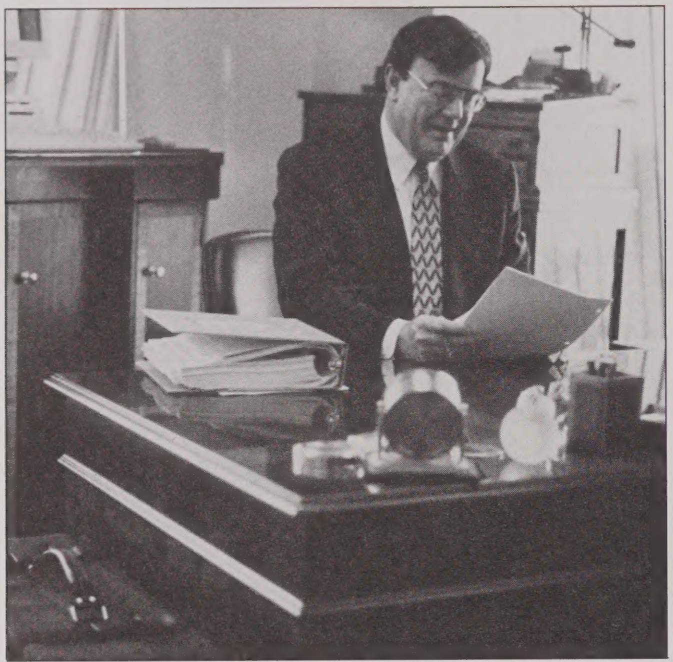


9:45 A.M. ***Eric Zimmerman****, International Publishing Services IS administrator, makes a routine check of the CSC's Lotus Notes server. The IPS IS department is managing IDG's global communications and occasionally does development work for the CSC.*



10:10 A.M. *"I'm a central clearinghouse," notes* ***Libby Levinson****. "If* ***Kelly*** *[****Conlin****] is expecting things from various sources, I gather them together for him. My skill is talking people into doing things they don't want to do."*

10:25 A.M. *Among the myriad tasks handled by the IDG Corporate Communications Department is the production of the annual fold-out brochure, which depicts the covers of all the publications produced by IDG. Here, Marketing Coordinator* ***Nicole Kassel****, who has handled the project for the past three years, reviews her latest effort. The brochure is one of IDG's most effective sales pieces as it captures the incredible scope of IDG's activities around the world.*



10:28 A.M. *Just back from a trip to Munich where he attended the celebration of Computerwoche's 20th anniversary, IDG Chairman **Pat McGovern** reviews some paperwork. Since January, Pat has traveled more than 280,000 miles and visited 38 business units in 25 different countries. Given this schedule the suitcase is almost a constant presence in his office.*

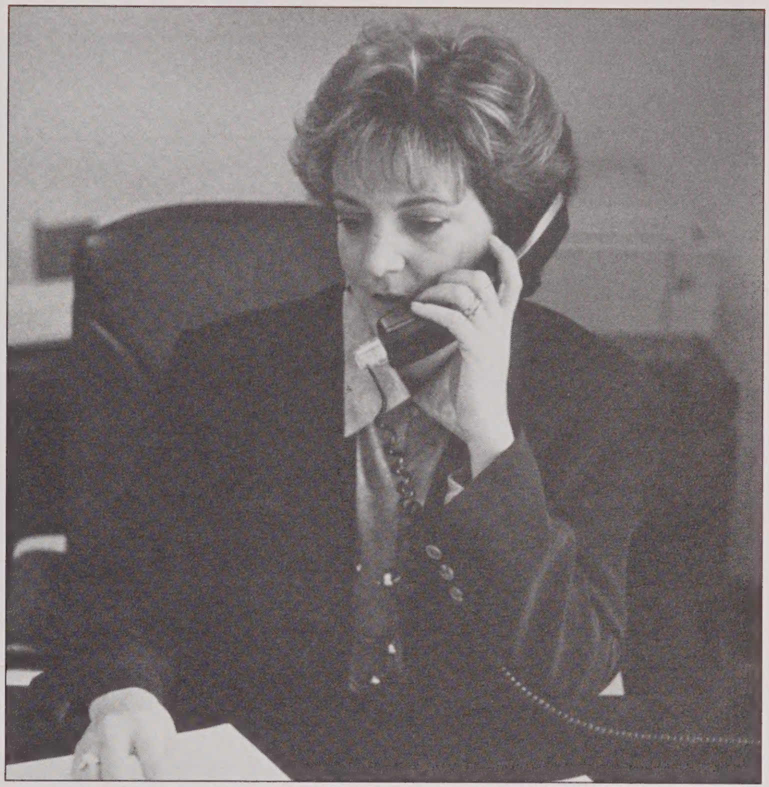
10:30 A.M. *__David Hill__, president of IDG International Publishing Services, (left) talks to IDG World Expo CEO **Ken Kaplan**. Both were at the CSC to attend the quarterly IPS board meeting. Board meetings are set up to review the progress of each business unit. The IPS board meeting took place at 11:00 a.m. with **Pat McGovern** and **Kelly Conlin** also in attendance.*

하이테크정보
Macworld
PC World
COMPUTER!TOTAAL
IEDEREEN
ALTIJD EN OVERAL
ON-LINE
PC WORLD
Muscle Machines
COMPUTERWORLD
INFORMATICO
PC WORLD
MONITOR
Macworld

10:34 A.M. *Another of **Doyle Russell**'s responsibilities is maintaining the CSC library and making sure there's an up-to-date collection of IDG's 222 publications from around the world.*

10:42 A.M. ***Marion Kibbee*** *(center) and* ***Amy Silberman*** *discuss how to coordinate the itinerary for an Asian manager who wants to visit U.S. offices this spring. "We help people get the quickest answer the easiest way," Marion says.*

11:20 A.M. *IDG Hungary Managing Director* ***István Bíró****, who is serving on the IDG Executive Committee this quarter, films the CSC's view of Boston's Back Bay neighborhood. He also took some candid shots of the staff to show to his employees who are curious about life in Boston and at the CSC.*



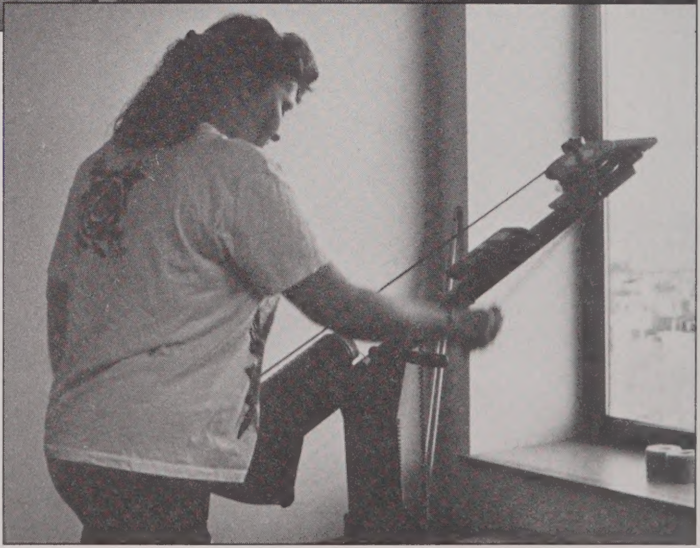
10:58 A.M. *Director of Corporate Communications* ***Mary Dolaher*** *fields a call from a Wall Street Journal reporter seeking a comment on the recent acquisition of Ziff-Davis by Forstmann Little. A few minutes later she and* ***Nicole Kassel*** *drove to Framingham for a meeting of the IDG Chairman's Council.*

11:56 A.M. *Executive Vice President/Finance* ***Bill Murphy*** *takes a break after doing some research online to keep an eye on IDG's investment porfolio. Later in the day his activities included signing the lease agreement for the new IDG/IMS office in Miami.*

12:05 P.M. *__Amy Silberman__, flanked by two symbols of the holiday season, takes a turn at the reception desk during __Doyle Russell__'s lunch break. The reindeer was carved by __Judy Bonasoro__'s father-in-law.*

12:20 P.M. *Operations Manager/Corporate Services __Donald Young__ talks to one of his clients — a fellow member of the CSC staff. In his role as COO __Jim Casella__'s assistant Donald has continued the high service standards he and __Walter Boyd__ established. "Jim and I always return calls immediately," he said. "Our response time is very quick. We work well together because we share that kind of commitment to our customers."*

12:35 P.M. TOP: *Operations Coordinator __Allen Grome__ slips a few more publications into the mail bin. The CSC sends IDG publications, interoffice mail, and other material to 63 offices via DHL each week.*



12:50 P.M. RIGHT: *Executive Assistant __Debbie Waters__ hits the ski machine in the fitness room for a few kilometers during lunch.*

In Memorium
Amy Silberman
1963-1994

Amy Silberman, an executive assistant at the IDG Corporate Support Center, was killed in a tragic accident on New Year's Eve. A jazz lover, Amy had traveled to New Orleans with several friends to celebrate the New Year. As she stood at the crowded riverfront awaiting a midnight fireworks display, Amy was struck by a stray bullet and killed instantly.

Amy joined IDG in February 1991 as administrative assistant to Vice President/Corporate Services Marion Kibbee. Her many and varied responsibilities brought her in contact with hundreds of people throughout the company and her enthusiasm, warmth and cheerful outlook won her the respect and friendship of all with whom she worked.

Among the tasks Amy handled with such good humor and efficiency were maintaining the Worldwide Address Listing and Review Board Meeting Calendars and advance planning for the regional managers meetings. She was also a key member of the team that organized the annual Worldwide Managers Meetings. She contributed greatly to the production of the Business Unit Presidents' Handbook and most recently assumed a lead role in developing IDG's new Corporate Travel Policy manual. In addition, Amy has provided administrative support to Bob Metcalfe, IDG VP/Technology, since his relocation to the East Coast.

A graduate of Emerson College in Boston, Amy loved the arts and traveling and was a regular contributor to several Boston music magazines. In 1992, Amy organized a multimedia event at a local music club to benefit the AIDS Action Committee. Among the evening's highlights was the first public reading of a play she had written called, "Buying Rilke for the Paperboys."

"Amy was an incredible young lady who provided so much warmth and happiness to everyone she came in touch with," said Kibbee, whose office has been flooded with messages of condolence from IDG offices worldwide. "She was a treasure, and we have all lost a wonderful person in our life."

Amy was a native of Cleveland and leaves her mother, father, brother, sister-in-law and her beloved nephew Zachary.

IDG Job Opportunities Update

Monday December 26, 1994

IS MANAGER (IDG)
This position requires a background in multi-platform and multi-operating systems. Candidate must possess knowledge of the LAN environment to include MS DOS, Macintosh, OS2 and UNIX. Software experience must include Lotus Notes, DOS and Macintosh based applications. 5-10 years professional experience required. BS degree or the equivalent preferred.

ASSOCIATE SYSTEM SUPPORT SPECIALIST (IDG)
The successful candidate will maintain various hardware and software systems in a local and wide area network. Basic knowledge of PC's, Mac's, MS Word, MS Excel and MS Windows required. Individual must be detail oriented and possess excellent communication skills. Previous experience and the desire to learn data communications equipment necessary. Excellent communication skills essential. AS, BS or a certificate in CS desired.

RESEARCH MANAGER, UNIX SOFTWARE (IDC)
The individual in this position will produce research on Middleware across all environments with special concentration on UNIX, open system standards and architecture's, API's, distributed environments, TP monitors and operating system architectures. Candidate will manage primary demand and supply side research, consulting and speaking opportunities. Excellent writing and public speaking skills are necessary. In-depth technical knowledge required.

MANAGING EDITOR (CCI)
Ideal candidate will manage the editorial production of a 32 page full-color start-up magazine for introducing interactive video-on-demand service. Individual will work closely with the executive editor, publisher and designer to create a new magazine that attracts attention through entertainment features and educates readers on the use of new technology. Individual will manage the monthly production of all editorial content. 2 years magazine editing, writing and management of freelance staff required. Knowledge of the film and television industries preferred. Basic Macintosh skills (QuarkXPress) essential.

IS MANAGER (CIO)
The ideal candidate will be responsible for the database management of Lotus Notes. Individual will evaluate and purchase software packages to meet the needs of CIO magazine, install software on new and existing equipment and resolve software problems and conflicts. Responsibilities will include training the staff on new applications and managing the software and licensing database. Knowledge of Lotus Notes, Filemaker Pro, Excel, QuarkXPress, Adobe Illustrator, Aldus FreeHand, Adobe Photoshop, Aldus PageMaker, Powerpoint, Act, White Pines, VT320, Reflection 2+, Cricket Graph and Microphone Pro required. Four year degree required.

MARKETING ASSISTANT (MAC)
The individual in this position will be responsible for basic clerical duties. Responsibilities will include managing the Reprint Service, the KEY Program (value added) and assisting pre and on-site Events, Expos and other promotions. Excellent communication skills required. College degree necessary. Knowledge of Macintosh, MS Word and Excel a must. Some travel involved.

MARKETING MANAGER (IF)
Successful candidate will be responsible for managing all trade shows and events. Duties will include all merchandising and sales promotion efforts. Individual will interact with InfoWorld's ad agency and be involved in the development of all ads, collateral and newsletters.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services/Research Services	Mary Cornetta	(508)935-4734
	Danielle Volpe	(508)935-4192
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/ Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC	Piper Fowler	(508)935-4796
FCW/IDC Gov't/WEC/IMS/ETA	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Jamie Maroney	(317)895-5222
	Pat Levenduski	(415)312-0622

IDG Job Opportunities Update

December 26, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG	IS Manager	Boston, MA	M. Neece	(617)534-1252
IDG	Training Coordinator	Framingham, MA	S. Brown	(508)935-4099
IDG	Senior Accountant	Framingham, MA	S. Reinfeld	(508)935-4423
IDG	HRIS Systems Specialist	Framingham, MA	S. Brown	(508)935-4099
IDG	Senior Tax Accountant	Framingham, MA	L. Connolly	(508)935-4791
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Financial Systems Support	San Francisco, CA	L. Connolly	(508)935-4791
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	Associate Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst (2)	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/MSD	IDG Trade Show Manager	San Francisco, CA	S. Brown	(508)935-4099
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Jones	(415)676-3029
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	Director, Corporate Communications	Framingham, MA	S. Brown	(508)935-4099
WEC	Sales Supervisor	Framingham, MA	S. Brown	(508)935-4099
WEC	Assistant Show Manager	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Conference Telesales Manager	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099
WEC	VP & General Mgr., IT Desktop	Framingham, MA	E. Ouellette	(508)935-4605
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	E. Ouellette	(508)935-4605
CIO	IS Manager	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
CIO	Intern	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	VP Sales / Ad Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Associate System Support Specialist	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Manager, Unix Software	Framingham, MA or Mt. View, CA	D. Miller	(508)935-4133
IDC	Sr.Rsch. Analyst, Leasing Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst, PC Hardware	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Commerical Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	Copy Center Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Latin America	Mt. View, CA	D. Miller	(508)935-4133
IDC	East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Sales Assistant	New York, NY	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
CWI	Senior Editor, Client Server Journal	Framingham, MA	S. Perry	(508)820-8160
CWI	P/T Electronic Media Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	Telemarketing Sales Mgr. / Marketplace	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Graphic Designer, News	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW / RTI	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	P/T Fullfillment Assistant	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Marketing Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Editor (3)	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Rep., Demo Edition	Irvine, CA	L. Schmid	(415)312-0669
IW	Senior Sales Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Associate Editor, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Direct Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015

IDG Job Opportunities Update

December 26, 1994

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Foreign & Subsidiary Rights Dep't Asst.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mailroom Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
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MAC	Sales Manager	San Francisco, CA	S. Dolan	(415)978-3159
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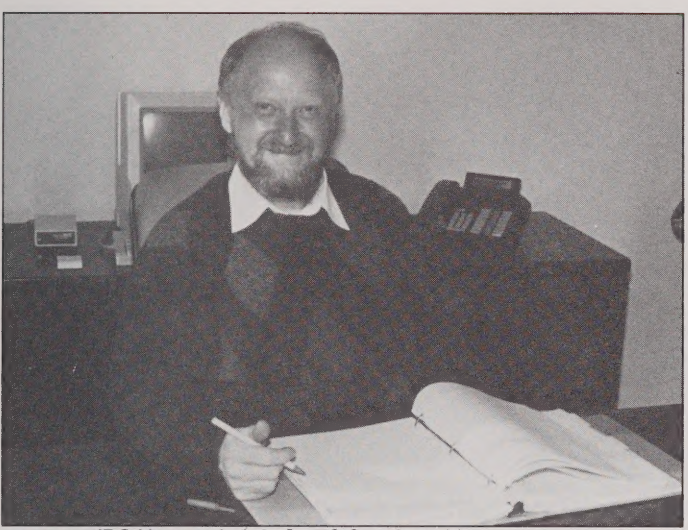
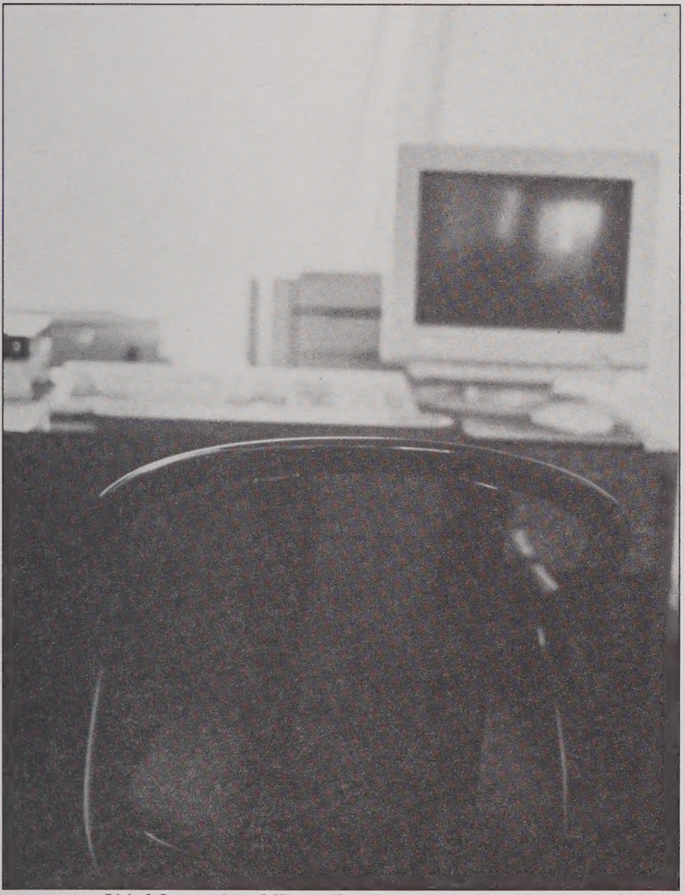
IFTW	Sales Associate / Game Pro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515



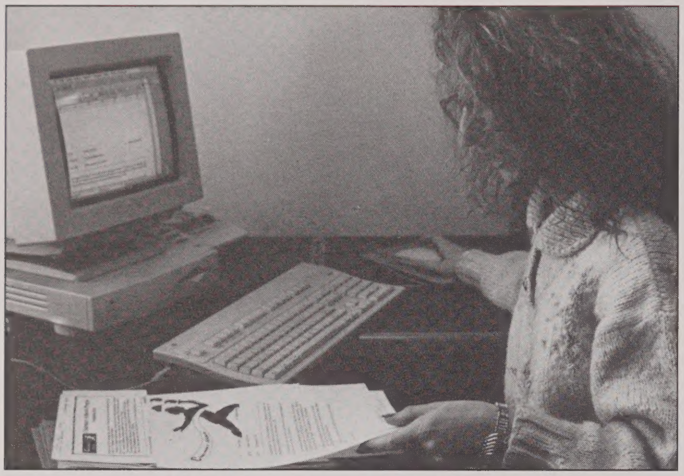
1:15 P.M. *IDG Hungary's* ***István Bíró*** *reviews his meeting materials prior to tomorrow's meeting. IDG World Expo CEO* ***Ken Kaplan*** *is this quarter's other rotating Executive Committee member. The Executive Committee, which meets monthly to review the progress of IDG business units around the world, is composed of six regular and two rotating members who are appointed by the Committee.*



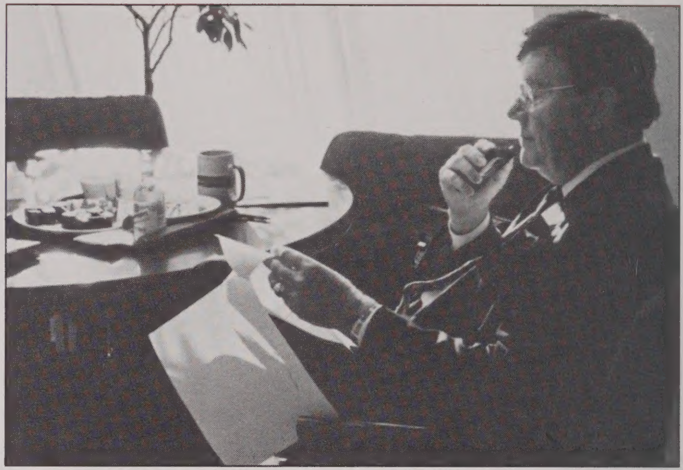
1:47 P.M. *Chief Operating Officer* ***Jim Casella****'s East Coast desk awaits him. Jim spends two weeks per month supporting IDG business units from another office in San Mateo, Calif. He spent much of his cross-country flight today reviewing monthly commentaries in preparation for tomorrow's Executive Committee Meeting.*

1:33 P.M. *Executive Assistant* ***Donna Moschella*** *meets with a representative from Federal Express. Several weeks earlier IDG negotiated an even lower corporate rate — approximately one-third off the standard rate — a discount that will benefit U.S. business units.*

1:55 P.M. *Because he spends so much time each month on the road visiting IDG offices,* ***Pat McGovern*** *relies heavily on dictation for correspondence. Executive Assistant* ***Joan Kelliher****'s primary responsibility is to transcribe these tapes. When traveling within the U.S., Pat will often mail the tapes to Joan as he completes them, but should he be on an extended sojourn outside the U.S., Joan often faces a mountain of dictation upon his return.*

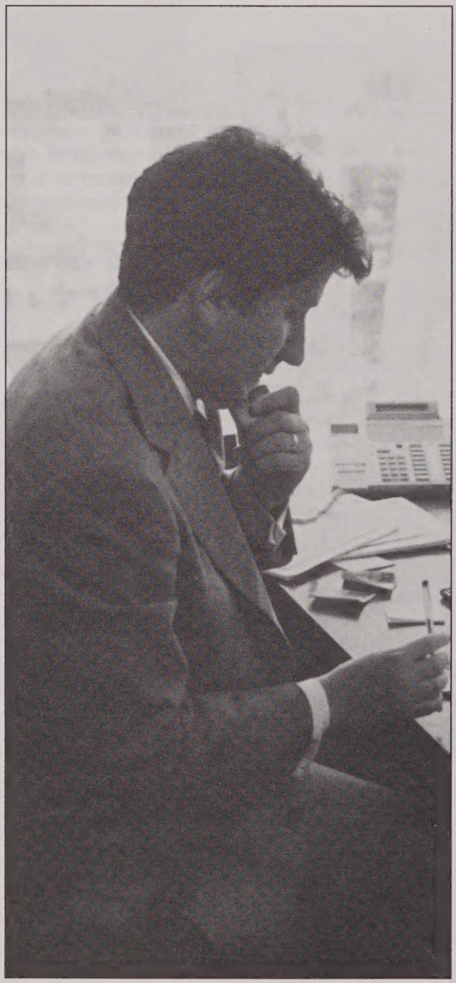


2:09 P.M. *Between keeping track of submissions, organizing the voting process and notifying the winners, Executive Assistant* ***Helene Lansberg*** *devotes a significant amount of her time to coordinating the Chairman's Achiever program. Since the program's inception in March 1992, close to 100 outstanding employees have been honored for their efforts on behalf of the company.*

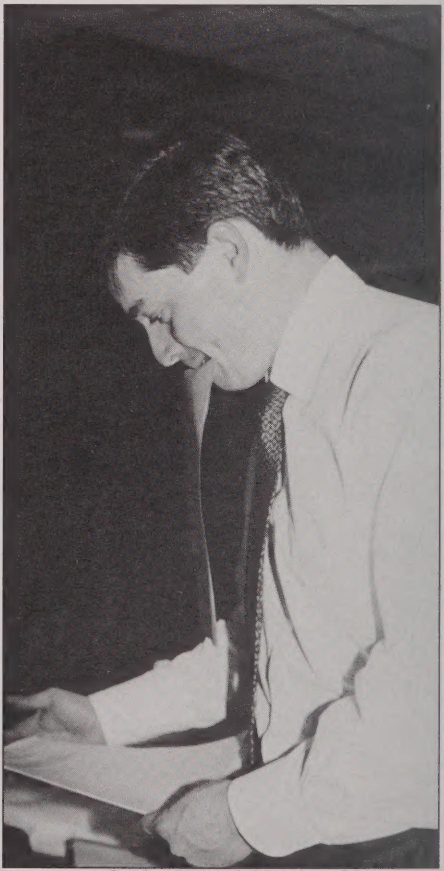


2:15 P.M. ***Pat McGovern*** *orders in a late lunch and dictates notes following the IPS board meeting. Among the items on today's agenda: a status report of IDG's licensing activities (licensing arrangements in 40 countries for 71 titles), a general review of the Global Communications Project and a discussion of the guidelines for electronic distribution of IDG News Service copy by IDG business units.*

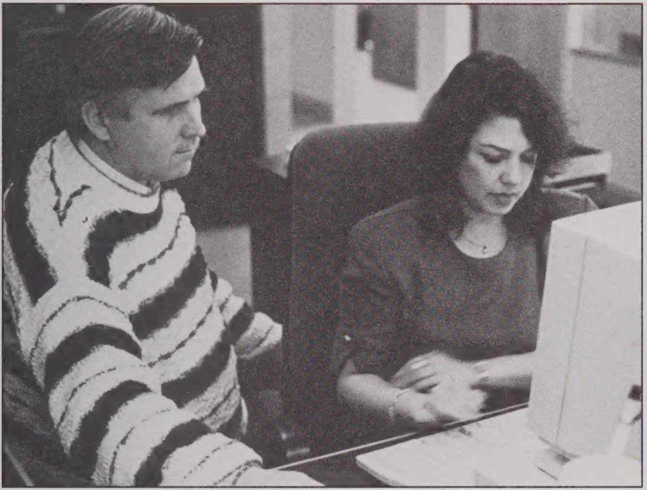
2:28 P.M. ***Debbie Waters*** *packs up meeting materials, including work binders and videotaped presentations, from the recent Worldwide Managers Meeting to send to the 13 managers who were unable to attend this year's event. A record 110 managers traveled to Scottsdale, Ariz., for the meeting held in early November. The Corporate Services Group begins planning these global meetings two to three years in advance.*



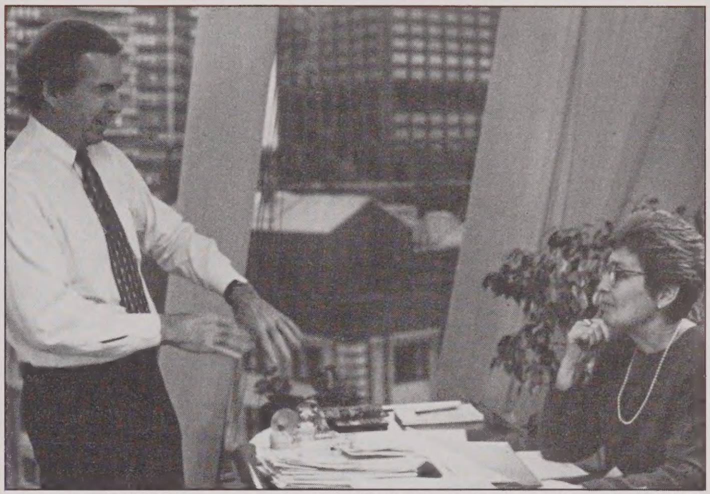
2:45 P.M. ***Kelly Conlin*** *takes a call from IDG Denmark Managing Director* ***Preben Engell****. Preben called to discuss Kelly's upcoming trip to Europe.*



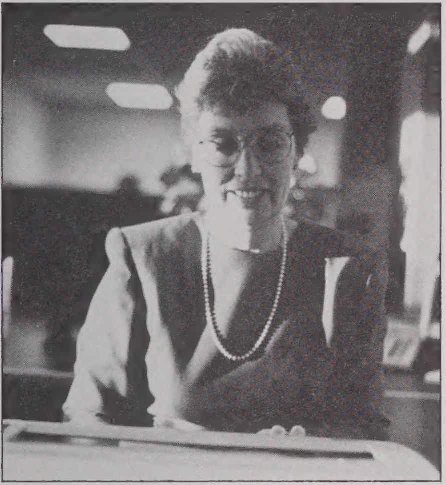
2:56 P.M. *Senior Financial Analyst* ***Steve Pelosi*** *describes the two days preceding the Executive Committee meetings as some of the month's most harried. "The most difficult aspect of our work is ensuring the integrity of the information we provide to the Executive Committee and fully understanding what's going on in the individual business units from a financial standpoint," Steve said.*



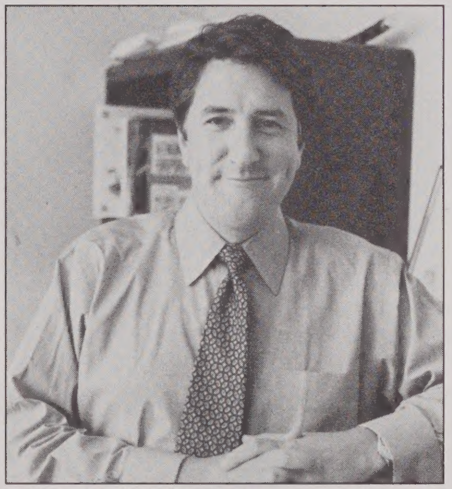
3:00 P.M. *Systems Operations Manager* ***Bob Merrick*** *— the CSC's IS guru — helps* ***Amy Silberman*** *troubleshoot a network problem on her Mac.*



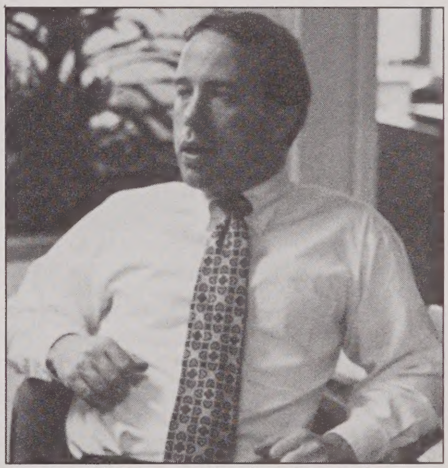
3:10 P.M. ***Bill Murphy*** *and* ***Marion Kibbee*** *— who have 43 years of IDG service between them — often joke about life in the early days. Here they recall sharing rides to expos in* ***Pat McGovern****'s station wagon.*



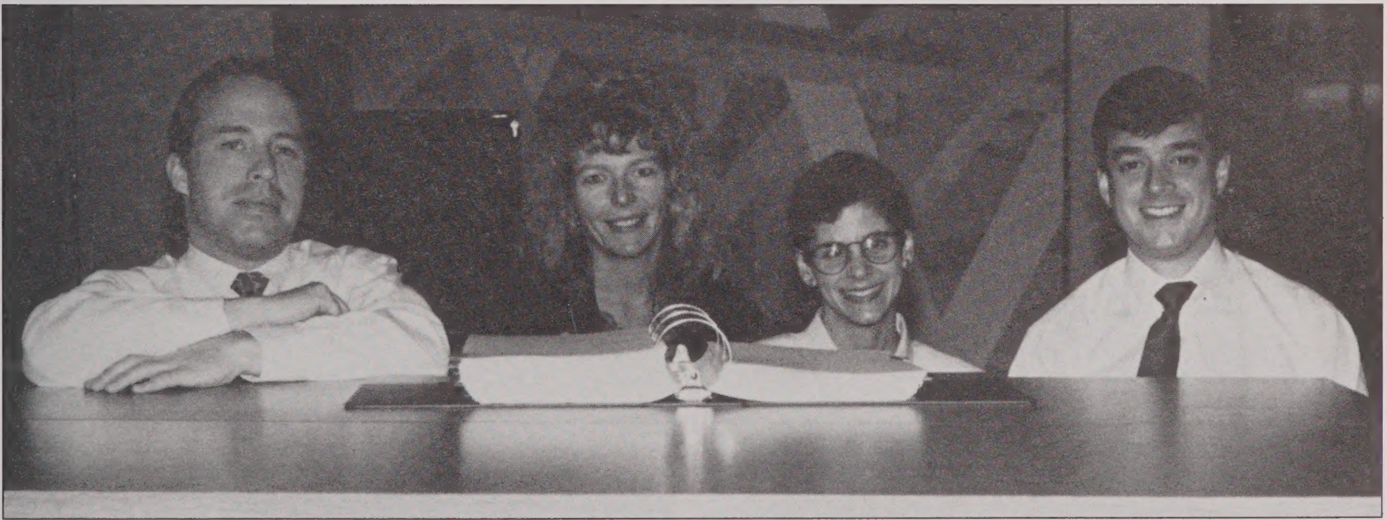
3:22 P.M. ***Marion Kibbee*** *sits down to type labels in the hands-on tradition of the Corporate Support Center.*



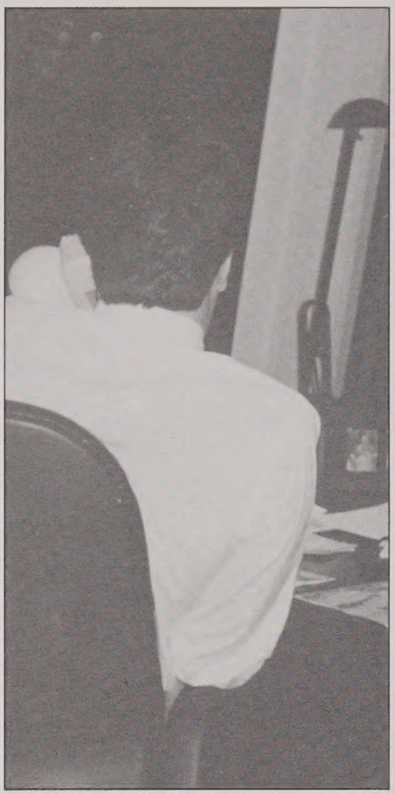
3:45 P.M. ***Kelly Conlin*** *takes a break following a call to negotiate terms of an investment in an online services company.*



3:51 P.M. *While awaiting final figures from overseas offices, Financial Analyst* ***George Glenn*** *mulls over the evening's timetable for collating financial information.*



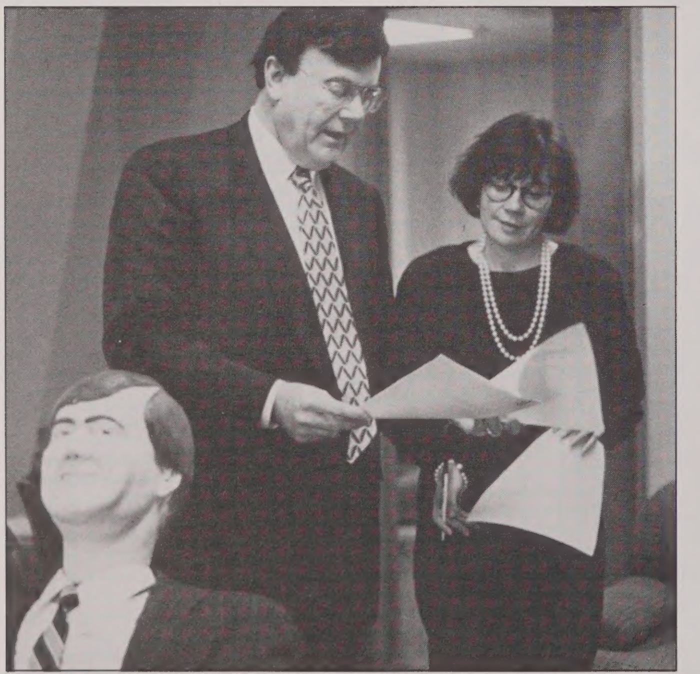
3:59 P.M. *The Finance Group (left-right):* ***George Glenn, Donna Moschella, Liz Gulla*** *and* ***Steve Pelosi*** *compile information for the "Black Book" which Liz and Steve will present during the financial review portion of the Executive Committee Meeting. The team continues to coordinate, copy, and collate, and finally wraps up the day at 9 p.m. — an early night compared with the 11 p.m. marathons of budget season.*



4:08 P.M. ***Kelly Conlin*** *fields one of a half dozen calls he's received this afternoon regarding everything from the guest list for the MSD Global Summit to the agenda for a client meeting later in the week.*

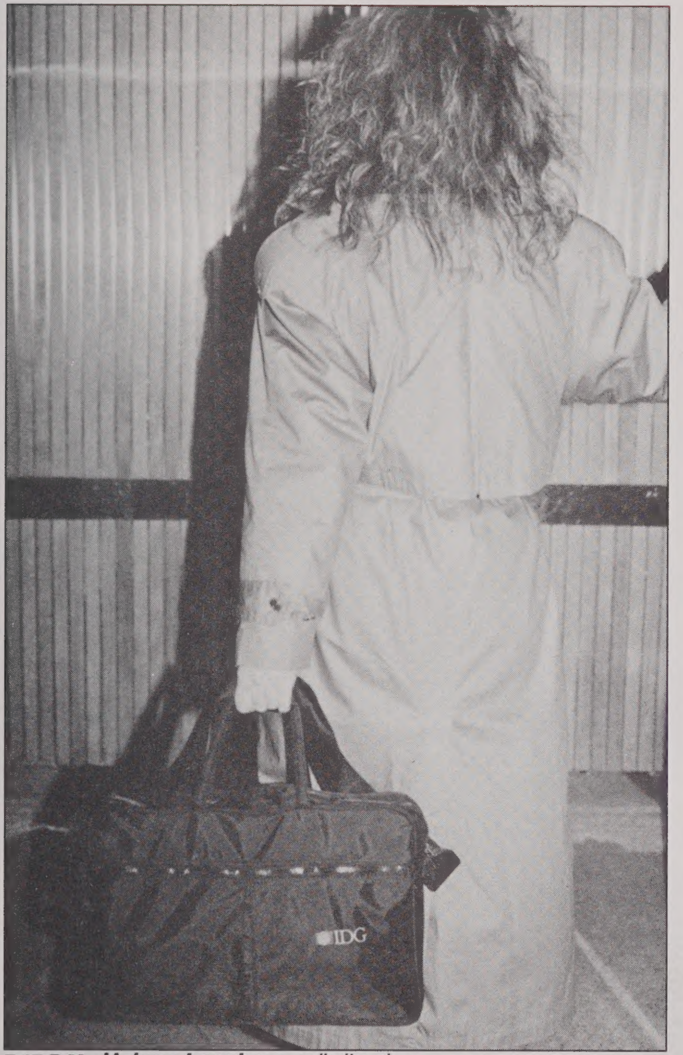
4:13 P.M. ***Amy Silberman*** *prepares the Board Room for the following day's Executive Committee Meeting, distributing calculators and notebooks for each of the eight committee members.*

4:22 P.M. ***Helene Lansberg*** *is immersed in a project to identify and update the office's collection of miniature flags — one for each country in which IDG has a presence.*

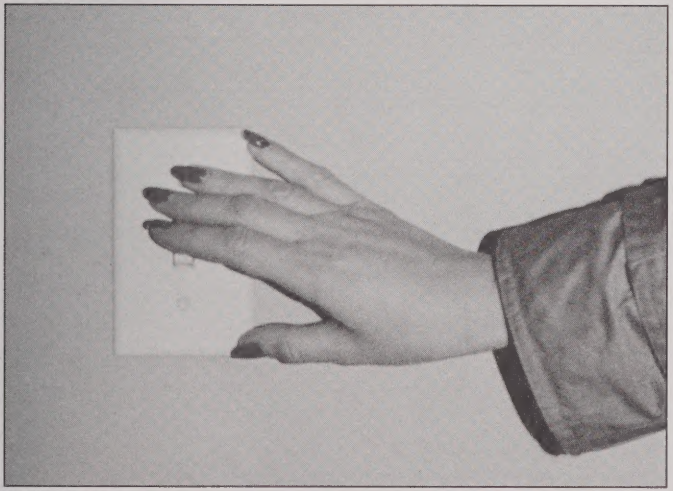


4:37 P.M. ***Maggie Murphy*** *and* ***Pat McGovern*** *review tomorrow's schedule while Manny, Pat's personal vice president of listening, eavesdrops. Manny took up permanent residence in the Chairman's Office 14 years ago after employees presented him to Pat to serve as a stand in during his prolonged travels.*

4:54 P.M. ***Allen Grome*** *and* ***Libby Levinson*** *take inventory and review a recent phone bill in the room of the CSC that houses the mailing, copier and computer server capabilities.*



5:15 P.M. ***Helene Lansberg*** *calls it a day.*



GOOD NIGHT!

The staff of IDG World Update would like to extend special thanks to the members of the Corporate Support Center for being such cooperative subjects in this photographic venture.

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Bob Metcalfe, Vice-President/Technology
Maggie Murphy, Executive Assistant to the Chairman
Joan Kelliher, Executive Assistant
Helene Lansberg, Executive Assistant

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Mary Dolaher, Director of Communications
Nicole Kassel, Marketing Coordinator

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Kelly Conlin, President
Libby Levinson, Executive Assistant to the President

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Susan Marrone, Receptionist
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Michael Neece, Vice President of Resource Development
Doyle Russell, Part-Time Office Assistant
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Debbie Waters, Executive Assistant to VP/Corporate Svcs.
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International Data Group is the leading global provider of information services on information technology, over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 2

January 9, 1995

IDC HOLDS BRIEFING SESSION IN MEXICO CITY TO EXAMINE LOCAL AND GLOBAL ISSUES
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IDG VICE PRESIDENT OF FINANCE BILL MURPHY MAKES HIS PREDICTIONS FOR 1995
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ETA RENAMES ITSELF CD SOLUTIONS, INC.; SPONSORS TAG LINE CREATION CONTEST
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Sweden Takes the Online Plunge

IDG Sweden's foray into the online world is, locally speaking, big — really big. Rather than becoming part of an existing online system (in the way, for example, PC World Online is housed on America Online and CompuServe), IDG Sweden has created its own online service.

"Since IDG is an IT company and has the ambition to be in the forefront of technological as well as publishing developments, we see this service as a natural step to maintain our front-line position," said Project Manager **Mats Hultgren**, who supervises three other full-time staff members.

IDG\Online went live on Oct. 1. Centered around an Apple server with a four gigabyte disc, IDG\Online has 30 incoming telephone lines, with the potential to add 60 more. That configuration makes it by far the biggest online service in the country. IBM Sweden, whose service is among the largest, has just 10 lines.

While primarily targeted to readers of IDG Sweden's publications, the new electronic forum also has elements that make it attractive to a broader audience. Readers can access the service free of charge, while non-subscribers pay a small one-time fee (approximately U.S.$5) for the software. In addition to a section de-

•CONTINUED PAGE 5•

IDG Netherlands Launches Monthly Internet Guide

Company maintains high profile at HCC Fair with launch of test issue of *Net* magazine, official show paper and four booths

The annual HCC Fair, held in Utrecht, Nov. 18-19, proved to be an important forum for the introduction of IDG Netherland's *Net* magazine, which, according to General Manager **Leendert van Wezel**, is the country's "first practical guide to life online."

LAN
MAGAZINE
IDG
KIES DE MAC
LAN

Net
1 JAAR GRATIS INTERNET
INTERNET?
BEGIN HIER
Zó: krijgt u een aansluiting
Zó: maakt u verbinding
Zó: betaalt u niet teveel
HET MEEST GENATE ECHTPAAR VAN CYBERSPACE
BIJZ. AANTR. J. VR (31) ZKT. SPOED. ERV.

TOP: *IDG staff managed four booths at the HCC fair and fielded readers' questions.*
RIGHT: *The company's new guide to life online.*

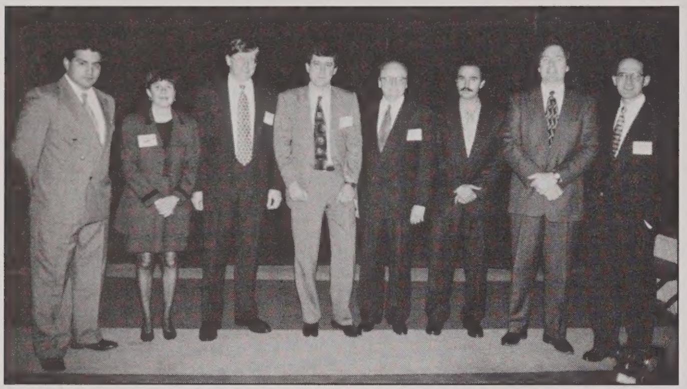
IDG Netherlands released the first test issue of *Net* in response to the increasing demand for information on the Internet and quickly found an ardent audience. "The reactions of the press were overwhelming," said van Wezel. "The Internet and cyberspace are hot topics in the Netherlands. The commercial broadcasting industry in particular is embracing this 'new way of communication life.'" The initial distribution of 9,000 sold out on newsstands within the first 12 days, and IDG Netherlands felt there was sufficient interest to launch a second issue.

With four booths spread across the show floor, the company was able to blanket the HCC Fair, offering premiums, subscription discounts and titles from IDG Books Worldwide. Editorial staff from IDG Netherlands fielded questions from readers and conducted presentations on the Internet. The company published the show's official newspaper, *Totaal!Beurskrant*, distributed to over 85,000 attendees and designed to capitalize on the name recognition of its established monthly, *Computer!Totaal.*

As a result of the fair's successes, the January issue of *Net* magazine was released before the holiday season and bundled with a directory of answers to the 100 most frequently asked questions about the Internet. The staff now plans to publish *Net* monthly.

IN BRIEF

IDC Holds Mexican Briefing



(L-R) IDC SPEAKERS AT THE IDC MEXICO BRIEFING SESSION *included **Saúl Cruz**, Mexico City; **Rebecca Segal**, **John Gantz** and **David Moschella**, Framingham, Mass.; **Ricardo Zermeño** and **José Salcido**, Mexico City; **Peter Burris**, Framingham; and **Paul Pastrone**, Mountain View, Calif.*

Forecasting key trends in the global IT industry and describing their influence on the Mexican market were just two components of IDC-Select Mexico's second annual briefing session last fall. The company also announced the creation of a new telecommunication research department and the launch of a system for monitoring Mexico's IT industry each quarter.

Given the presence of more than 200 attendees — the majority of whom were high-level executives — coverage by every trade publication in the market, and a conference rating of 3.33 out of 4.0, IDC-Select officials judged the event a success.

McGovern Visits Czech Republic

IDG CHAIRMAN PAT McGOVERN TOASTS THE EMPLOYEES OF *IDG Czechoslovakia for their hard work and dedication during his visit to Prague last November. Staff members flanking him at the dinner are **Jaroslav Ryba** (left), advertising assistant for Computerworld; **Sylvie Slavikova**, who translated the chairman's remarks; and **Michal Pospisil**, editor-in-chief of PC World. Earlier in the day, in addition to being briefed on IDG's activities in the Czech and Slovak markets, McGovern met with representatives of several daily Czech papers.*

IDG Regional Office Managers Convene in Boston

(FRONT ROW, LEFT TO RIGHT): ELLEN SANDERSON, NATICK, *Mass.; **Geri Giovanni**, Chicago; **Lucy Sheehan; Mary Morris**, Dallas; **Bev Raus**, Irvine, Calif.; (back row, left to right): **Eric Cormier**, Framingham; **Deb Brown**, Atlanta; **Pat DeBiase**, Rochelle Park, N.J.; **Renee Amadio**, Mountain View, Calif.*

For the first time office managers from IDG's six regional sales offices gathered in Boston last fall for a training update as well as a general brainstorming session and an opportunity to share ideas, tips and strategies for improving operations in these far-flung offices.

Organized by Executive Assistant to the VP/Corporate Controller **and** Office Services Manager **Lucy Sheehan**, who has overall responsibility for managing the regional offices, the meeting featured updates on benefits, corporate travel, accounting and telecommunications as well as a team-building session, a review of management guidelines and liaison training.

ADDRESS BOOK CHANGES

IDG China, the newly established holding company that includes IDG High Tech Beijing, has new phone numbers:

Tel: 861-851-5544
Fax: 861-857-3108

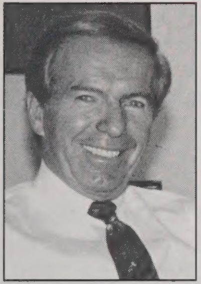
The address for both companies is:
55 North Cai Gan Zhuang
Haidian District
Bejing 100080, PRC

As of Jan. 1, all telephone and fax numbers in Hong Kong must have a "2" after the country code 852.

For example, the new numbers for IDG Hong Kong are:

Tel: 852-2861-3238
Fax: 852-2861-0953

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q What are your corporate priorities for 1995?

A In 1995 we certainly want to maintain the momentum that carried over from FY94 and on into the first fiscal quarter. To do that we must stay close to our customers, be aware of their ever-changing needs, and provide the best products and services to meet those needs. From an operating standpoint we want to continue to improve on our cost ratios and improve yields.

If we do all of these things we will in the end significantly increase shareholder values, and that should be the priority of every other company other than those in not-for-profit activities.

Are there any plans to fill the position of vice president/financial analysis, which Susan Petrie last held? Or, will your successor essentially fill these two posts?

My successor will make the decision on what skills, if any, might be required to complement his or her own, or what might be required in the way of additional resources.

Have the benchmarks for evaluating the financial well-being of a newly launched publication changed in the last five, 10 or 20 years? It seems that the timeframe for allowing a publication to become viable is shrinking.

You are quite right. The benchmarks for evaluating a new publication launch have changed dramatically over the last several years and the required payback period continues to shrink! The escalating costs to launch a new publication along with ever-increasing competition in the marketplace have both contributed to a high failure rate on new publication launches. In turn, because of the high risks and uncertainty associated with a launch, potential investors are looking for a relatively short payback period.

With the U.S. Federal Reserve Bank threatening to raise interest rates again, what's your prediction on inflation for the next 12 months?

I believe the Fed is making the right moves. The unfortunate part of rapid growth is the pressure it puts on wages and commodity prices. To moderate GDP [gross domestic product] growth the Fed has more than doubled short-term rates over the last year.

Since rate increases take six to nine months to work their way through the economy, the concern now is that growth is already slowing and that further increases could throw the economy into a recession in 1996.

Surprisingly, even to the Fed, inflation has remained subdued. This is due primarily to substantial productivity increases in the U.S. economy. The concern is that further improvements in productivity will be negligible and therefore lead to increased inflation.

If fourth-quarter GDP growth figures are in the 5%-6% range, I believe we'll see at least one more boost in short-term rates. On the other hand, there are already signs of easing in home building, auto buying, retail sales and other measures, all of which may keep the Fed from putting through another rate increase.

The fact that we now have a flat yield curve (yields on 5-,10- and 30-year U.S. treasuries in a very narrow range) is further confirmation by the financial community it believes long-term rates may have peaked, and we could be looking at lower rates in the U.S. a year from now.

What advice will you give to your successor?

Perhaps the most important thing to understand about IDG is the corporate culture, particularly if my successor should come from an environment where there was a centralized management structure. After an understanding of the culture, I would advise a thorough knowledge and understanding of the three Ps; people, products and processes.

What are your political and economic predictions for 1995?

- A tax package will be enacted in the U.S. to include relief for the middle class as well as a capital gains tax cut. It will be paid for by some rather draconian cuts in government programs and curtailment of spending growth in entitlement programs.
- Congress will pass a balanced budget amendment.
- Inflation will remain subdued — in the range of 3%-3.5%.
- Interest rates 12 months from now will be lower than they are today.
- Real GDP growth in the U.S. will slow from quarter to quarter in 1995, bottoming out at 2.5% per annum by the fourth quarter of 1995.
- The consumer-led expansion will be replaced by a capital spending and export-led expansion.
- Rapid growth in GDP in Germany will fuel the European recovery.
- Growth in IT spending will continue to accelerate as companies worldwide continue to focus on productivity enhancement investments.
- Forstmann Little will begin the restructuring of the Ziff properties in preparation for a public offering in 1996.

SUGGESTION BOX

We want to hear from you!

Please address comments, suggestions or story ideas to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

OFF SITE

A Poet's First Book of Verse Probes the Depths of the Latin Soul

"In this country you must have a dream to survive." The words of poet and IDG journalist **Rosane Serro** speak of the plight of Brazil, a country struggling with economic and political instability, whose people are often caught in the midst of this struggle.

Rosane first joined IDG Brazil in 1987 as a reporter for *Computerworld do Brasil* (then called *DataNews*). Several years later she left the company to have her son Pedro, but in 1992 General Manager **Ney Kruel** asked Rosane and her business partner **Graca Sermoud** to return to the company as executive editors of *Computerworld*.

Rosane Serro
Quarenta processos

Setting the dream in motion

Rosane's desire to create, her passion for life and the intensity with which she explores and expresses her own personal mission led to the realization of a lifelong dream to publish a book of poetry. While interviewing renowned Brazilian poet Armando Freita Filho on his impression of emerging information technologies for *CW*'s INFOART column, Rosane set her dream in motion. Having written poetry since age 14, Rosane asked Filho if he read the work of aspiring poets.

Filho took Rosane's selected collection of poems on Friday and promised to call her with a critique within a week. On Monday the poet called Rosane and said, "You have a book, you are a poet. You need to find an editor to get this book published." And that was how *Quarenta Processos*, literally translated as *Forty Processes*, was born.

Because she was an unknown poet, Rosane assumed all expenses related to the book's production. She also enlisted the help of talented co-workers. **Waterloo Delambert**, desktop publisher for *CW*, handled the layout, and **Monica Botkay**, *CW* photographer, took a photo of Rosane for the book's back cover.

According to Rosane, poetry is not in Brazil, but the initial print run of 1,000 in 1993 sold in bookstores around the country, including the Livraria Cultura, São Paulo's largest bookstore.

MONICA BOTKAY

SERRO

As Filho was a respected member of the country's literary community for over 30 years, his endorsement of Rosane's book drew attention not normally garnered by beginning poets.

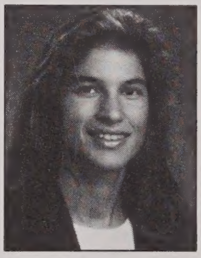
Rosane appeared at booksignings, received fan mail and was reviewed in the *Jornal do Brasil*, one of Brazil's most prestigious dailies.

All about soul

The book is a collection of poems about passion, the soul and spirituality. "Mal-de-benta," one particularly powerful work, describes a passion so strong that it penetrates a woman's entire body, until she becomes sick with the emotion. The inscription on the first page in this newborn dream reads: "For Pedro, the most perfect verse." Rosane eventually hopes to publish a second collection.

CHAIRMAN'S ACHIEVERS

Not only does Senior Analyst **Ellen Hersh** single-handedly run IDC's IT Training and Education Services program, but she also spends a significant amount of time planning and executing company-wide activities and serving on a number of in-house committees.


HERSH

Ellen worked on the IDC HR Council to coordinate and improve the IDC summer outing. According to IDC Human Resources Manager **Debbie Bernardi**, Ellen is an active and essential member of the IDC Education Board.

"Her educational background and knowledge have been instrumental to the group's success in planning valuable training programs for IDC employees," Bernardi said.

The efforts of Corporate Vice President **Andy Bose** have been critical to the turnaround of LINK Resources Corp. Andy's management style and his project leadership have generated revenue and made significant contributions to the company as a whole.

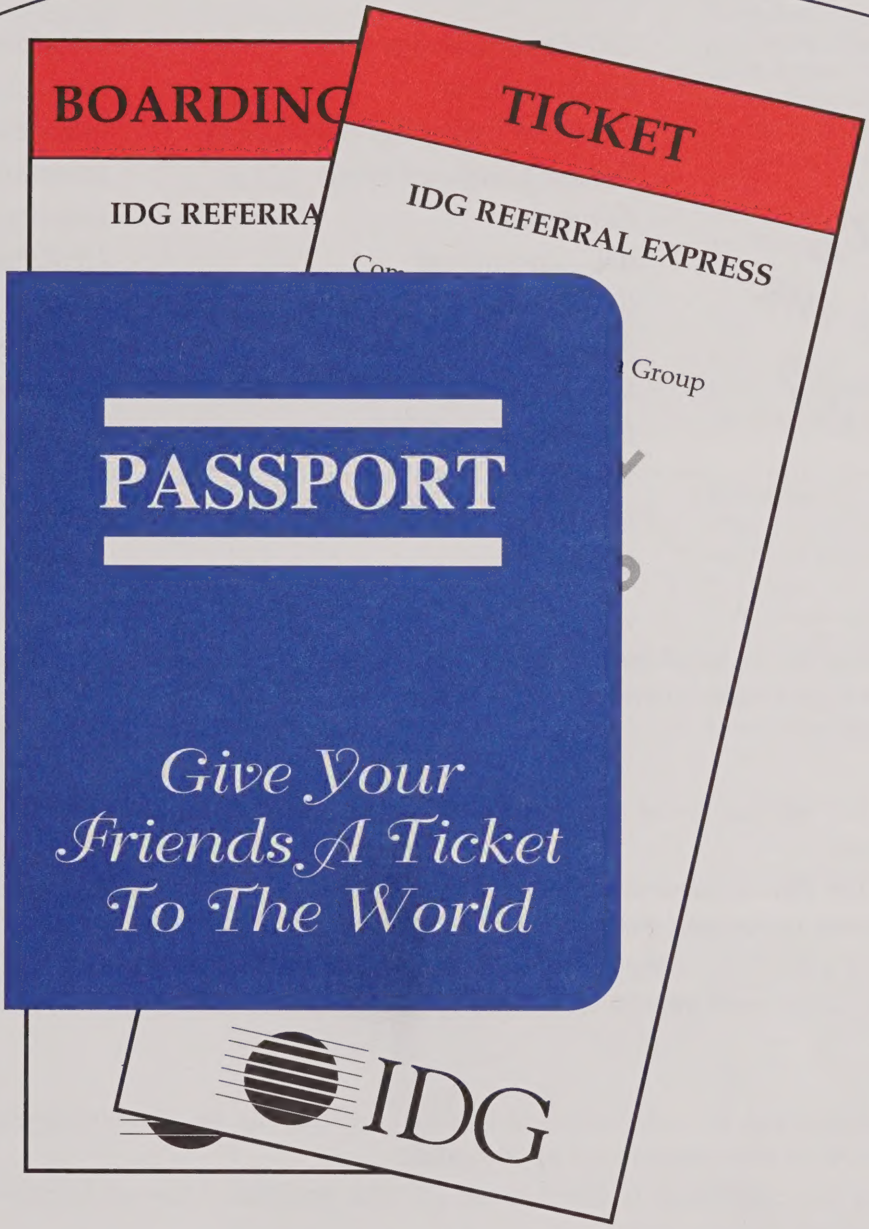
BOSE

Among his most recent successes are the growth of the HO/SB market study and the P-3 (Personal Productivity Partners) Multiclient Study.

"Andy is a unique individual. He is smart, creative, well-connected in his market, and imbued with a strong business sense," said IDC Senior Vice President **John Gantz**. "I've never known anyone with his ability to keep so many balls in the air, nor his ability to see the forest while he's in among the trees."

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

Get involved in IDG's Employee Referral Bonus Program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Ref ExPress

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Infotainment World
Infoworld
Integrated Media, Inc.
International Data Corp.
International Data Group
International Marketing Services
International Publishing Services
LINK Resources
Macworld
*Multimedia World**
Network World
PC World
*PC World Newsletters**
*PC World Online**
World Expo Corporation

SEE YOUR HR REP FOR DETAILS

***NOTE:** You may be an employee of any IDG Division to participate; however you only receive the bonus if you refer someone to a Division listed above.

YOU GET

- $500 for each referral that results in a regular full-time or part-time hire within participating divisions.
- $200 for casual part-time referrals working a minimum of 20 hours.
  *Business units may elect not to participate for part-time hires.
- With 2 successful referrals, you'll be in the running for the GRAND PRIZE Drawing of a trip to anywhere valued at $2,000 or $2,000 cash at the end of the calendar year.

RULES

- Referrals must be submitted to Human Resources by the employee on a referral form attached to the resume or application.
- Before the candidate is considered for the position, Human Resources must have the completed referral form.
- The bonus will be paid after the new employee is on the payroll for 90 calendar days
- There is no limit to the number of referrals an employee can make.
- No awards will be made for transfers, temporary or contract hires.
- If you refer a rehire, you are not eligible unless one year has lapsed since their termination.
- The hiring manager is not eligible for a referral bonus within their own department.
- Human Resource Department members are not eligible to participate in the program.
- In the case of a multiple referral, the employee with the earliest referral date will be awarded the bonus.
- Employee must submit a referral form for each new position candidate is considered for.

(In the case of discrepancies, Human Resources will make the final decision)

IDG West Career Training & Development Program

Course Offerings for January, February& March
See Reverse Side for East Coast Listings

Management Development

Course	Date	Time	Location
Managing Within The Law - (Basic)	Tuesday, January 24	8:30 - 12:30	South San Francisco Conference Center 255 S.Airport Blvd. S. San Francisco, CA
Managing Within The Law - (Advanced)	Tuesday, January 24	1 - 5	South San Francisco Conference Center
Flexibility Management	Monday, January 30	10 - 12:30	PCW 501 Second St., 6th Fl. San Francisco, CA
How to Spend Less Time in Meetings - And Make the time you spend in meetings more productive!	Tuesday, March 21	8:30 - 12:30	TBA
Managing Remotely	Monday, March 27	11:30 - 2:00	IFW 155 Bovet Road, Ste.800 San Mateo, CA

Professional Development

Course	Date	Time	Location
Balancing Work and Family	Monday, January 9	11:30 - 2	IFW 155 Bovet Road, Ste. 800 San Mateo, CA
Personal Financial Planning	Tuesday, January 10	8:30 - 12:30	China Basin Landing 185 Berry St. #6440 San Francisco, CA
Conflict Resolution Part I	Tuesday, February 7	8:30 - 12:30	China Basin Landing
Conflict Resolution Part II	Tuesday, February 14	8:30 - 12:30	China Basin Landing
Managing Your Manager	Monday, February 27	11:30 - 2:00	IFW
Negotiation Skills	Tuesday, March 7	8:30 - 5	TBA
Deadlines, Deadlines!	Monday, March 13	10 - 12:30	PCW 501 Second St., 6th Fl. San Francisco, CA

Technical Development

Course	Date	Time	Location
Quark Xpress for the MAC (Basic)	Wednesday, January 11	9 - 4	CIBER Training Center 74 New Montgomery St. 7th Floor San Francisco, CA
DOS (Basic)	Wednesday, January 25	8:30 - 12:30	CIBER Training Center
Microsoft Word for the MAC (Intermed.)	Tuesday, January 31	8:30 - 12:30	Computer Resource Ctr. 1065 E. Hillsdale Blvd. #404 Foster City, CA
Quark XPress (Advanced)	Wednesday, February 1	9 - 4	CIBER Training Ctr.
Adobe Photoshop (Basic)	Wednesday, February 8	9 - 4	CIBER Training Ctr.
Adobe Photoshop (Advanced)	Wednesday, February 15	9 - 4	CIBER Training Ctr.
Powerpoint for Windows (Basic)	Wednesday, March 1	9 - 4	CIBER Training Ctr.
Filemaker for the MAC (Intermediate)	Wednesday, March 8	8:30 - 12:30	CIBER Training Ctr.
Microsoft Excel for Windows (Intermed.)	Tuesday, March 14	8:30 - 12:30	Computer Resource Ctr.
Lotus Freelance for Windows (Basic)	Wednesday, March 15	9 - 4	CIBER Training Ctr.
Intro to Macintosh Networks	Wednesday, March 22	8:30 - 12:30	CIBER Training Ctr.
Adobe Illustrator for the Mac (Basic)	Wednesday, March 29	9 - 4	CIBER Training Ctr.

For further information, contact Laurie Durlester at 415/312-0594.

IDG East Coast Collaborative Training Program

Course Offerings for January,February& March
See Reverse Side for West Coast Listings

Management Development Series

Course	Date	Time	Location
Interviewing Skills - Hire Right	Tuesday, January 10	9 - 4	IDC Sullivan Bdrm.
Advanced Management Capabilities	Monday, January 30 & Monday, February 6	9 - 5	IDG Training Room
The 'Vision' Thing - What is it and Why does it Matter?	Tuesday, March 14	12 - 5	IDG Training Room

Professional Development Series

Course	Date	Time	Location
Publishing Process Overview	Wednesday, January 11	8:30 - 1	IDG Trainig Room
Basically Writing	Monday, January 23 & Tuedsay, January 24	9 - 5	IDG Training Room
Time Management for Enhanced Productivity	Tuesday, February 7	9 - 5	IDG Training Room
Advanced Presentation Techniques	Monday, February 13 - Wednesday, Febraury 15	9 - 5	IDG Training Room
How To Conduct Primary Research	Monday, March 6 & Monday, March 13	9 - 12	IDG Training Room

Wellness Series

Course	Date	Time	Location
Stress Management	Tuesday, January 17	8:30-12	IDG Training Room
Managing Change - Taking Charge of Life's Events	Wednesday, February 22	12 - 1	IDG Training Room
I'm a Special Person - Parenting for High Self Esteem	Monday, March 27	12 - 1	IDG Trainnig Room

Personal Development Series

Course	Date	Time	Location
Investment Basics	Monday, January 9	10 - 12	IDC Trayte Bdrm.
Advanced Investment Strategies	Wednesday, February 8	10 - 12	IDG Training Room
Asset Diversification	Wednesday, March 1	10 - 12	IDG Training Room

IDG Business Overview Series

Course	Date	Time	Location
IDG Research Services Overview	Wednesday, January 18	12 - 1	IDG Training Room
IDG Books Overview	Tuesday, February 21	12 - 1	IDG Training Room
IDG Newsletter Corporation Overview	Wednesday, March 8	12 - 1	IDG Training Room

***Technical Program*

Course	Date	Time	Location	Vendor
Lotus 1-2-3, Intro	January 12 & 13	9 - 5	Framingham	PDG Inc.
Microsoft Excel 4.0	January 13	8:30 - 4:30	Boston	ExecuTrain
Word for Windows 6.0, Intro	February 3	8:30 - 4:30	Framingham	ExecuTrain
Powerpoint for Windows, Intro	February 15	9 - 5	Framingham	PDG Inc.
Microsoft Excel, 5.0	February 14	9 - 5	Framingham	ExecuTrain

**To enroll in technical training, or receive a complete calendar of courses, please contact your Human Resources Representative.

For course descriptions or further information, please contact Piper Fowler at 508/935-4796.

IDG Job Opportunities Update

Monday January 9, 1995

EXECUTIVE ASSISTANT (IDG)

Ideal candidate will work closely with the Vice President of HR. This individual will be involved in meeting planning, conducting research, preparing presentations and providing administrative support. Qualified candidate will have a combination of administrative support experience, excellent written and verbal communication skills and the ability to manage multiple tasks. PC and/or MAC skills required. Human resource experience preferred.

OFFICE MANAGER (IDG/CI)

The individual in this position will be responsible for overseeing the daily operations of a regional sales office. Duties will include coordinating special projects, maintaining equipment, training and ordering office supplies. Strong organization and communication skills are necessary. Prior experience in a similar environment preferred. Supervisory experience a plus. This position is located in Irvine, CA.

SENIOR CONFERENCE MANAGER (WEC)

Ideal candidate will conceive, produce, budget and assess conference programs. Individual will oversee all activities including, recruiting speakers, meeting marketing deadlines, providing editorial content, maintaining the database and coordinating conference operations. High level of conceptual and written communication skills required. Knowledge of information technology essential. Must have the ability to recognize technical and market trends.

DIRECTOR OF MARKETING (NW)

Successful candidate will direct marketing and communication efforts for Network World. The individual in this position will report to the Associate Publisher and supervise a team of four marketing communications professionals. Candidate will bring all of Network World's many assets to market in the form of mass communications and sales tools. Responsibilities include all custom publishing projects. Experience in computer publishing, advertising and/or sales essential.

MANAGING EDITOR - CUSTOM PUBLICATIONS (CW)

The selected individual will coordinate article assignments, manage the writing process, edit all copy for content, manage the art and design process, coordinate copy flow and meet production experience. A minimum of 7 years journalism experience with a concentration in desk-editing related activities required. Some travel necessary.

MARKETING COORDINATOR (IDG/B)

The individual in this position will coordinate all aspects of packaging copy and design. Candidate must have strong copywriting skills with outstanding attention to detail. Excellent organization and communication skills are essential. Must be able to interface between in-house managers and outside vendors. A minimum of 2-3 years experience in marketing promotions required. Basic knowledge of print production a plus. Knowledge of MS Word and QuarkXPress helpful.

ASSISTANT EDITOR (PCW / NEWSLETTERS)

Selected candidate will handle basic writing and editing assignments and assist other editors in research and other daily tasks. 1-2 years experience writing for a publication or a computer-related business or a degree in English or Journalism required.

ADMINISTRATIVE ASSISTANT - 3 positions (MACWORLD)

The candidates for these positions will provide administrative support to one of the following areas in the Ad Sales Department: 1) assistant to the Associate Publisher, or 2) assistants to the Macworld telesales operation, including Shopper/Mail Order staff and Inside/Outside Sales teams. Candidates will provide customer service support to telesales advertising clients. A minimum of 4 years general office experience, plus excellent communication and organizational skills necessary. Macintosh skills preferred.

IDG Human Resources Contacts

Please contact the Human Resources Dept. of the respective division for more detailed information on these job openings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services/Research Services	Mary Cornetta	(508)935-4734
	Danielle Volpe	(508)935-4192
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/ Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC	Piper Fowler	(508)935-4796
FCW/IDC Gov't	Elaine Ouellette	(508)935-4605
IMS/ETA	Theodora Guest	(508)935-4766
WEC	Patty Reilly-Lemire	(508)820-8919
LPC/PCW	Lori Connolly	(508)935-4791
IDG-Peterborough/BCP/TMP	Kristin Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld//IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Jamie Maroney	(317)895-5222
	Pat Levenduski	(415)312-0622

IDG Job Opportunities Update

January 9, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Executive Assistant	Framingham, MA	S. Brown	(508)935-4099
IDG	Associate System Support Specialist	Framingham, MA	S. Brown	(508)935-4099
IDG	IS Manager	Boston, MA	M. Neece	(617)534-1252
IDG	Training Coordinator	Framingham, MA	S. Brown	(508)935-4099
IDG	HRIS Systems Specialist	Framingham, MA	S. Brown	(508)935-4099
IDG	Senior Tax Accountant	Framingham, MA	L. Connolly	(508)935-4791
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/CI	Office Manager	Irvine, CA	P. Fowler	(508)935-4796
IDG/MSD	IDG Trade Show Manager	San Francisco, CA	S. Brown	(508)935-4099
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Jones	(415)676-3029
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, Corporate Communications	Framingham, MA	S. Brown	(508)935-4099
WEC	Sales Supervisor	Framingham, MA	S. Brown	(508)935-4099
WEC	Assistant Show Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Conference Telesales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099
WEC	VP & General Mgr., IT Desktop	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	IS Manager	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
CIO	Intern	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Director of Marketing	Framingham, MA	M. Cornetta	(508)935-4734
NW	VP Sales / Ad Director	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Associate System Support Specialist	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Manager, Unix Software	Framingham, MA or Mt. View, CA	D. Miller	(508)935-4133
IDC	Sr.Rsch. Analyst, Leasing Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Analyst, PC Hardware	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Commerical Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
CWI	Managing Editor, Custom Publications	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor, Client Server Journal	Framingham, MA	S. Perry	(508)820-8160
CWI	Telemarketing Sales Mgr. / Marketplace	Framingham, MA	T. O'Connor	(508)820-8566
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW / RTI	Programmer / Analyst	New Bedford/Framingham, MA	T. O'Connor	(508)820-8566
IW	Marketing Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Editor (2)	San Mateo, CA	S. Barnes	(415)525-3464
IW	Senior Sales Assistant (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Direct Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Foreign & Subsidiary Rights Dep't Asst.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)895-5222

IDG Job Opportunities Update

January 9, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Mailroom Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Production Project Coord.	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
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IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
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PCW	Editor-In-Chief, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
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PCW/MMW	P/T Administrative Assistant	San Francisco, CA	V. Bonney	(708)827-4439
PCW/MMW	Circulation Assistant	San Francisco, CA	N. McLaughlin	(415)978-3109
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PCW	Human Resources Representative	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Administrative Assistant	San Francisco, CA	S. Wong	(415)978-3181
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PCW/NC	Production Assistant	Boston, MA	J. Welp	(617)422-8038
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PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
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IFTW	Sales Associate / Game Pro	San Mateo, CA	J. Sieling	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515

Play the Name Game

Emerging Technology Applications is ringing in the New Year with a new name: CD Solutions, Inc. The change reflects an attempt to more accurately depict the group's primary focus on working with clients to design, develop, market and implement electronic products and services. "Organizations often want to create electronic products but don't want to invest in the resources internally — that's where we come in," said CD Solutions President **Paul Earl**.

"The focus of our development services has changed to include electronic media and marketing solutions," Earl said, explaining his company's decision to rename itself. "The emphasis of our business has also changed to include clients both inside and outside IDG and we were looking for a name that would better convey what we actually do."

What's in it for you?

Fifteen minutes of fame and a free copy of the company's newest title, *The Internet For Everybody!* should you coin the winning tag line.

CD Solutions is seeking the help of IDG colleagues in devising a tag line that will further illuminate the company's mission. According to Marketing and Client Services Manager **Ann Roskey**, the tag line should:

- Be action-oriented and short.
- Indicate that the company's services go beyond CD-ROM to include other electronic media such as disk-based or online environments.
- Encourage people to call!

The deadline for sending your entries is Jan. 20, and they may be sent in any of the following ways:

Fax: 508-820-4396
E-mail: PHEARL@AOL.COM
BusinessTalk: P.EARL
Tel: 508-820-8649

The River Wild — European Style

NO TAME COMPANY PICNICS FOR THIS CREW. IDG WORLD EXPO/GERMANY HEADED *to Austria last fall for a whitewater rafting adventure. Surrounding the river guide (center, in hat) are (from left):* ***Georgia Pfleiderer, Martin Beck, Jorg Evers, Gunnar Küchler, Eva Dornbusch, Andreas Fotter*** *and* ***Gerhard Schmittlein.***

SWEDEN ONLINE

continued from page 1

voted to shareware and public domain software, the service has five major components:

Electronic forums for each of IDG Sweden's magazines. The editorial staff of each magazine governs its respective forum. Readers can ask questions about the magazine or products, suggest story ideas and offer tips on new products and programs. In the next few weeks readers will be able to get a sneak preview of the next edition of the publication with a few pages teasing the most interesting articles, tests, etc.

General interest forums. Primarily run and moderated by non-IDG people, more than 100 forums cover topics such as the European Community, the environment, entertainment and politics. Although anyone can suggest ideas for new forums, IDG Sweden creates the forums, is solely responsible for all written materials, and has ultimate control over the forums.

Add-on services. As one means of earning money through the service, IDG charges a fee (approximately U.S.$32/year) to supply users with connections to the Internet and networks of privately held bulletin boards such as Fidonet and Onenet. Fifteen percent of IDG\Online users said they signed up for the service primarily for the Internet connection.

Company forums. Through these forums, companies — primarily IT — can offer information to customers, maintain a dialogue with them, and provide support. They also serve as a new marketplace for companies to introduce their products to a completely new group of customers. The rate structure for these forums and the billing mechanism is still under development.

Advertising. In addition to providing product information via their own forums, companies can post digital ads or text ads.

IDG\Online is marketed primarily through ads in IDG Sweden magazines, since the service is positioned primarily as an add-on to the editorial. Approximately 7,500 users are on the service, and Hultgren expects the number of regular users to grow to 10,000 to 15,000 within a year.

It's still too early to determine how much of a moneymaker IDG\Online might be. IDG Sweden General Manager **Bengt Marnfeldt** anticipates a small profit this year, but also important is the goodwill from "readers and advertisers who expect us to find out for them how IT might be used in the future, and this is one way of doing that." If nothing else, he said, "we'll get lots of new names in our files for potential future subscribers to our publications!"

NOTEWORTHY

NEW EMPLOYEES

IDC U.K. has named **Kathy Burrows** to the post of U.K. research manager. While Kathy will oversee business and services research programs, the appointment comes at a time when IDC is launching new research into the U.K.'s home market. Kathy most recently served as senior industry analyst for Dataquest, but prior to that worked for IDC's LINK Resources, Northern Telecom and Grand Metropolitan.

BAIR

Traci Bair is a senior analyst for IDC's Network Support and Integration Services program. Traci most recently worked as a management consultant developing business plans and providing market research services for new and employee-owned ventures. She has a BA in international relations from Brown University and an MBA from Boston University. Away from the office, Traci enjoys volleyball, gardening and attending blues festivals.

Jim Ghirardi is vice president/finance for IDG World Expo. Jim most recently worked in the same capacity for the Fisher Products Group division of Fisher Scientific International. He has a BA in management from Boston College and an MS in accounting from Bentley College. Jim's free time is occupied by his three sons and by serving as a Boy Scout troop leader.

Rob Stave has been named to the newly created position of art director at *Network World.* Although Rob was lured away from *PC Week* where he worked as senior designer, he is no stranger to IDG, having held senior design positions at *Computer Buying World* and *PC Resource Magazine.* Rob is a graduate of Syracuse University.

Pauline Chouinard joins *Network World* as an editorial assistant. Pauline received a BBA in marketing from the University of Massachusetts/Amherst and outside the office enjoys travel and working out.

Julian Milenbach has signed on as director of the PC World Test Center. Prior to joining *PC World*, Julian was test manager for Ziff-Davis's ZD Labs. He has held senior analyst and programmer positions at *PC Week* and IBM. He graduated from Mercy College with a BS in computer science.

InfoWorld adds to its staff with two new employees. **Jean Osborne** joins *IW* as associate editor for Text and Desktop Publishing Reviews. Jean has a BA in social anthropology from Smith College and an MBA in marketing from the University of California/Berkeley Graduate School of Business.

Jason Pontin is a reporter on the operating systems beat. Jason earned an MA in English language and literature from Keble College, Oxford University and spends much of his free time reading.

Infotainment World welcomes **Terry Gering** as an accounting coordinator. Terry is a graduate of Heald Business College. Her outside interests include collecting dollhouse miniatures and designing handmade T-shirts.

Christine Zender is managing editor for Infotainment World Books, responsible for organizing and facilitating the editorial and production flow. Christine has a BA in English from the University of Southern California and in her free time enjoys skiing, reading and hiking.

Michael Eadie is an associate industry analyst for the IDG Research Services Group. Previously an associate consultant with State Street Consultants, Inc., Michael will be responsible for secondary research on computer markets. He majored in French and economics at Framingham State College and earned a degree from the Université of Paris Sorbonne VI. In his free moments Michael pursues foreign languages, ocean kayaking and plays the guitar and harmonica.

Computerworld continues to build its bicoastal roster. **Neal Weinberg** is a senior writer focusing on minicomputers. Neal comes to *CW* from *Middlesex News* where he served as business editor. He has a BA in political science from the University of Massachusetts/Amherst.

FOGARTY

In the Burlingame, Calif., office, **Jackie Fogarty** is an industry analyst, responsible for identifying technology and marketing issues facing *CW*'s customers. Jackie has a BA in psychology with a business minor from the University of California/Los Angeles and an MBA in marketing from the University of California/Irvine. Jackie was previously employed as marketing and sales manager for Allergan Pharmaceuticals. She enjoys reading and the theater.

ZAHAKOS

Also in Burlingame, **Paula Zahakos** joins *CW* as a full-time syndicated research specialist having worked at the company for several months as a consultant. Prior to joining *CW*, Paula was public relations specialist for Macy's West. Inc. She has a BA in magazine journalism from Syracuse University and an MBA in marketing from Golden Gate University.

TRANSFER

HUSSEY

Jim Hussey, formerly publisher of *Federal Computer Week*, has joined *Computerworld* as associate publisher of the *Client/Server Journal.* "We are pleased to have someone of Jim's caliber in the new position of associate publisher for *Computerworld Client/Server Journal*," said *CW* Publisher **Kevin McPherson.**

Jim first joined *FCW* in 1990 as director of sales and was subsequently promoted to associate publisher and publisher. He is a graduate of the University of Maine with a BS in marketing and enjoys spending time with family.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FIVE YEARS
Bill Murphy - IDG

TWENTY-ONE YEARS
Nora Hörmann - IDG Germany

SIXTEEN YEARS
Josef Lohner - IDG Germany

EIGHTEEN YEARS
Maureen Burke - Computerworld

FIFTEEN YEARS
Donna Pomponi - Network World

FOURTEEN YEARS
William Cadigan - Computerworld
Nicole Adda - IDG France
Christiane Alamarguy -IDG France
Jenny de Montaigne - IDG France
Jacques Tillier - IDG France

THIRTEEN YEARS
Bernhard Weeser-Krell -IDG Germany

ELEVEN YEARS
Hermann Weisbrod - IDG Germany
Maristela Oliveira - IDG Brazil
Paul Fitzpatrick - IDG
Nieves Chesa - IDG Spain

TEN YEARS
Nancy Percival - Computerworld
Lois Beninati - Computerworld
Julia Dias - IDG Mexico
German Mora - IDG Mexico
Juan Manuel Tapia - IDG Mexico
Alicia Roa - IDG Mexico
Michael McShane - InfoWorld

NINE YEARS
Lorraine Witzell - Computerworld
Shelly Ginenthal - Macworld
Colette Bienfait - IDG France

EIGHT YEARS
Jean Bozman - Computerworld
Barbara Murphy - Computerworld
Vincent Half - IDG Netherlands
Rosane Serro - IDG Brazil
Véronique Arene - IDG France
Danielle Ringuenoire - IDG France
Evelyne Tchoutakian - IDG France

SEVEN YEARS
Liana Tatka - IDG Switzerland
Erika Schönberger - IDG Germany
Katalin Kopácsi - IDG Hungary
Margaret Scullion - IDC U.K.
Robert Brown - Network World

SIX YEARS
Gina Steinmann - IDG Switzerland
Elfi Künzel - IDG Switzerland
Sonja Lack - IDG Germany
Zsóka Egyed - IDG Hungary
Béla Varga - IDG Hungary
Yoko Nishii - IDG Japan
Carolina Cachon - IDG Mexico
Ana Maria Luyo Kuong - IDG Mexico
Alice Ramos - IDG Brazil
David Emberley - IDG
Kenneth Fuller - IDG
Rose Marie Zeno - IDG
Tania Norris - InfoWorld
Birte Matsen - IDG Denmark

FIVE YEARS
Stefanie Schneider - IDG Germany
Lisa Brazieal - Macworld
Kimberlee Luedee - Macworld
Imre Birkus - IDG Hungary
William Bustamante - IDG Venezuela
Lillian Richard - IDG
Gerald Parsons - CIO
Diana Garza - InfoWorld
Lisbeth Egeskov - IDG Denmark
Eva Gustin - IDG Sweden
Lars Österlind - IDG Sweden
Jocelyne Milan - IDG France

FOUR YEARS
Bernadette Bachl - IDG Germany
Rudolf Birkner - IDG Germany
Holger Heppner - IDG Germany
Hans Hörmannsdorfer - IDG Germany
Ralph Peter Rauchfuss - IDG Germany
Jennifer Schlee - IDG Germany
Martha von der Soeren - IDG Germany
Claudia Völk - IDG Germany
Thomas Wanka - IDG Germany
Judit Àkos - IDG Hungary
Francisco Guadarrana - IDG Mexico
Mark Hanson - IDG
Susan Rogers - IDG
Rebecca Sykes - Int'l Publishing Services
Karen Caponetti - IDG
Kelly Flanagan - InfoWorld
Marc Calvanico - InfoWorld
Liselotte Nielsen - IDG Denmark
Jörgen Bergfors - IDG Sweden
Lars Danielsson - IDG Sweden
Jan Haug - IDG Sweden
Sten-Åke Rydén - IDG Sweden
Peter Wiklund - IDG Sweden
Tomas Zirn - IDG Sweden

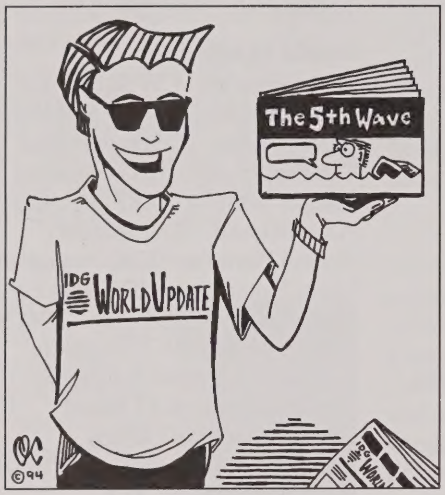
THREE YEARS
Stefan Betschon - CW Switzerland
Samuel Haldemann - CW Switzerland
Kevin Gasper - Computerworld
Ute Puschmann - IDG Germany
Ludger Schmitz - IDG Germany
Anna Micskó - IDG Hungary
Berend Harmens - IDG Netherlands
Laura Samantego - IDG Mexico
Mario Oribe Montenegro - IDG Mexico
Rusnita Noor - IDG Singapore
Lim Suk Lee - IDG Singapore
Tania Galdino - IDG Brazil
Ailton Silva - IDG Brazil
Luiz Fernando Vieria - IDG Brazil
Sarah Weeks - IDC U.K.
Alison McKenzie - IDC U.K.
Catherine Sampson - Network World
Jean Bergström - IDG Sweden

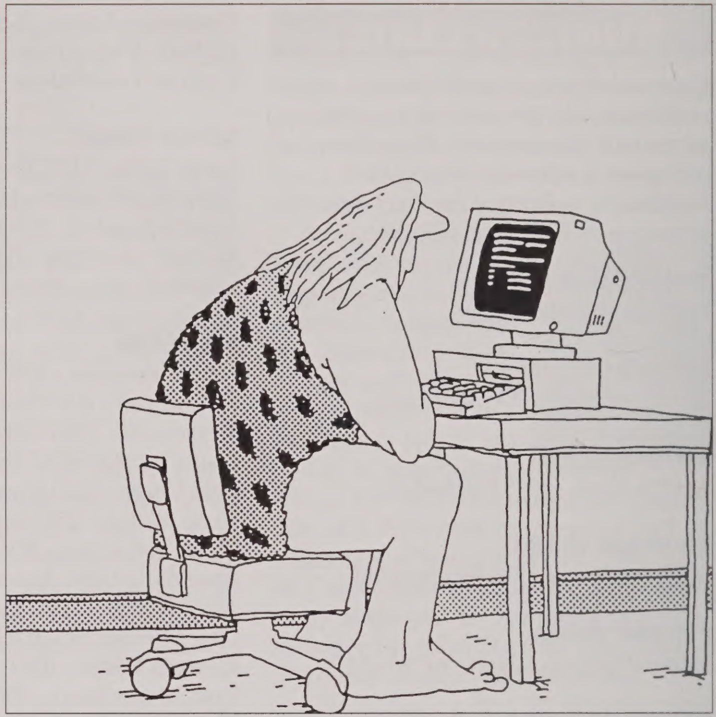
TWO YEARS
Cindy Phipps - IDG Books
Kristine Dupont - IDG Germany
Dr. Ursula Grimm - IDG Germany
Andrea Rausch - IDG Germany
Raimon Gort - IDG Netherlands
Ana Goncalves - IDG Brazil
John Mulcahy - IDC U.K.
Amy Bartulis - Network World
Melek Mumcuoglu - IDG Turkey
Susanne Winding - IDG Denmark
Iwons Preis - IDG Sweden

ONE YEAR
Amy Pedersen - IDG Books
Lynette Niemeier - IDC Australia
Fred Driessen - IDG Netherlands
Edwin Ferdinandus - IDG Netherlands
Carolyn Copp - PCW Newsletters
Shelley Grant - IDG
David Rhode - Network World
Joe Pierce - PCW Newsletters
Janis Wikander - InfoWorld
Betsy Burroughs - InfoWorld
Mads A.W. Christensen - IDG Denmark
Vibeke Kloth - IDG Denmark
Janni Øgaard Madsen - IDG Denmark
Peter Wiwe - IDG Denmark
Michael Isaksson - IDG Sweden
Hans Klahr - IDG Sweden
Rachel Therme - IDC France

OFF LINE

It's that time again!





Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, January 31. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. Honorable mention winners will receive an *IDG World Update* key chain or pencil sharpener. Fax your creations to 617-423-0712 or BusinessTalk box P.Smith, P.Winn or S. Noyes.

Thanks to PC World's Oliver Chin for creating the new cartoon above!

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IMS/Europe Releases First MAP Report

Last month IMS/Europe unveiled its first research study, a Marketing and Advertising Performance (MAP) report entitled "Price, Perception and Brand Preferences in Europe." The study examined the effect of branding, price and features on corporate purchases of personal computer products including PCs, laptops, printers and applications software.

Research International, a leading European research firm, conducted the survey of 178 multinational companies. Among the study's most significant findings was that brand awareness far outweighs price or features in the corporate consumer's decision-making process.

In fact, 90% of corporate buyers decide what brand to purchase before entering the buying channel. This figure holds true throughout Europe, in contrast with in the U.S., where this "mental purchasing" process influences only 60%-70% of buyers.

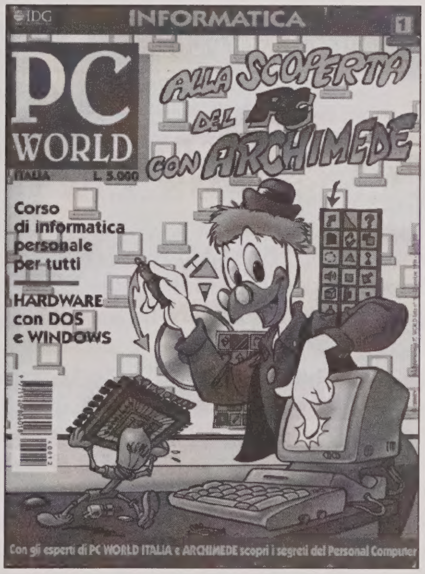
The study also showed that on average only 1% of all European corporate purchases are made outside the consideration set which includes a potential consumer's first and second brand preference.

The IMS survey has critical implications for the marketing communica-

•CONTINUED PAGE 4•

IDG Italy Collaborates with Walt Disney

What do Donald Duck and Huey, Dewey and Louie have to do with information technology? For IDG Italy, they play a starring role in a new partnership the company has forged with Walt Disney to teach basic concepts about personal computing to young people and newcomers to the IT market.


IDG
INFORMATICA
1
PC WORLD ITALIA
L. 5.000
ALLA SCOPERTA DEL PC CON ARCHIMEDE
Corso di informatica personale per tutti
HARDWARE con DOS e WINDOWS
Con gli esperti di PC WORLD ITALIA e ARCHIMEDE scopri i segreti del Personal Computer

IDG Italy pitched the idea to Disney after seeing how two Italian newspapers published inserts with the famous animated characters to explain sports and the economy to younger audiences. After a long period of negotiation, IDG Italy became the first local IT publisher to develop projects with Disney.

"This is an exceptional opportunity to have a major corporation such as Walt Disney as a partner in a joint editorial project that enables us to introduce ourselves to our future readers," said IDG Italy Managing Director **Brunello Bossi**.

The first two projects took the form of special issues of *PC World Italia* that sold on newsstands and were sent to a targeted mailing list. *PCW* staff developed the editorial for both the hardware guide (December '94) and the software guide (January '95). Disney provided the cover artwork and consulted with *PCW* staff in developing comic strips within the editorial pages and a mini "comic book" section that depicts how a special software package helps Donald's Uncle Scrooge triumph over dastardly opponents and find a treasure.

Each issue is 116 pages, with 16 pages of ads, the 16-page "comic book," four pages of promotion for *PC World Italia* and Disney, and 80 pages of editorial. There's also a contest in which readers hunt for certain cartoon images from the two special issues and two regular *PCW* issues, paste them on a postcards and send them in to be eligible for prize drawings.

Reaction from readers and advertisers about the special issues has been very positive, Bossi said, and several local newspapers and magazines have written favorably about the projects. This month

• CONTINUED PAGE 7 •

IN BRIEF

Spring Launches Planned for *PC World* in Belarus and Myanmar

Last month IDG added two new companies to its ever-expanding roster of global licensees with the signing of publishing agreements for *PC World* in Myanmar and Belarus.

While lecturing about IDG's licensing operations at the Stanford Publishing Institute last spring, International Publishing Services President **David Hill** was approached by **Dr. Michael Lim** about a possible partnership. Lim is chairman of Today Media and Information Ltd., a magazine publishing company in Myanmar, formerly known as Burma. Among Today Media's existing publications is *Today*, a travel and tourism publication written in English.

PC World, the company's first computer publication, will appear monthly beginning in April with an initial circulation of 2,000.

"This is a very small market, but one which recently has shown signs of strong improvement and growing interest from Western businesses," said Vice President/Licensing **Tim Clarke**. "This is an opportunity for IDG to launch a presence in a young industry and to grow with it."

According to Clarke, the licensee sees possibilities for synergies with IDG publications in Singapore as many of the computer products sold in Myanmar are imported from Singapore.

Invention Machine Laboratory (IM Lab), under the direction of CEO **Dmitry Yanovich**, is a small, high-quality software company. Based in Minsk, in the Republic of Belarus, the company produces software for engineers that is sold around the world.

PC World will be published monthly with the first issue appearing in March. The magazine will be written in Russian and have an initial distribution of 5,000. "Belarus is a good-sized market that is experiencing rapid growth in the IT sector," Clarke said. "With the changes in the former Soviet Union, it's clear that to cover IT markets IDG must have local partners in each of the large countries to effectively meet the needs of local readers."

Although this is IML's first publishing venture, it can tap the expertise of the country's largest book publisher, Belarus Publishing, with which it has strong ties.

CALENDAR

IDG EUROPEAN SALES CONFERENCE
(IMS Europe)
January 23-24
Caesar Park Hotel
Lisbon, Portugal
Contact: Gillian Warren
Tel: 44-784-461-324

IDG/CLIENT EUROPEAN SKI OUTING
(IMS Europe)
January 27-28
Courcheval, France
Contact: Gillian Warren
Tel: 44-784-461-324

COMNET '95
(IDG World Expo)
January 23-26
Washington, D.C.
Contact: Robin Andreola
Tel: 508-879-6700

IDG GLOBAL SUMMIT
(MSD)
February 22-25
Princess Hotel
Scottsdale, Ariz.
Contact: Jennifer Rizzo
Tel: 617-534-1258

ComNet Goes to Warsaw

Sponored by IDG World Expo and slated for June 20-22, the first ComNet Warsaw is designed to showcase Eastern Europe's newly-opened telecommunications and networking industry.

Early estimates predict ComNet Warsaw will attract 10,000 communications and networking professionals. The show will feature 12 sessions within three tracks (Technology, Applications, Policy and Management Trends) as well as three in-depth tutorials: Introduction to Network Information Systems, Procuring Voice and Data Services and The Internet and Online Services.

The government perspective on telecommunications public policy in Poland and the European Economic Community's view of the information superhighway are among the issues to be focused on in the show's opening ceremony and keynote address.

For more information contact **Jens Arne Maennig**, IDG World Expo/Germany, tel: 011-49-89-3-60-86-367 or **Mardi Garren**, IDG World Expo, tel: 415-312-7185.

PC World Ranked Number One Among Top Executive Buyers

For the third consecutive time, *PC World* has attained the No. 1 ranking in the Purchase Influence in American Business (PIAB) survey.

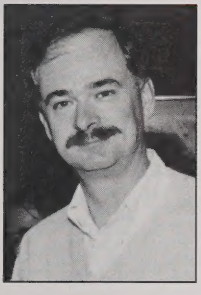
The 1994 survey showed *PC World* as the most widely read computer publication among top executives involved in buying PC-related products.

PCW's 1994 average issue audience of executives influencing the purchase of PC-related products was 164,300, with 99,900 of these buyers spending over $10,000 in the last 12 months.

In comparison, the average issue audience of top executives was 121,600 for *PC Magazine*, 130,200 for *PC/Computing* and 63,100 for *PC Week*.

"This critical piece of syndicated research confirms that *PCW*'s management-focused editorial is right on target," said *PCW* President and Chief Operating Officer **Rich Marino**.

ON LINE



DAVID HILL

The president of IDG's International Publishing Services group is this week's guest columnist.

Q Since you joined IDG eight years ago, your division has undergone a series of name changes from the News Service to International News Group to International Publishing Services. What is the reason behind these changes and what is the current scope of your group's activites?

A The name of our group has changed as the responsibilities have grown. Originally we were nothing but the News Service. Today our charter includes news services, *IDG World Update*, electronic communications systems and IDG's worldwide licensing activities.

In how many countries does IDG have license agreements today, and why in those countries?

IDG has license agreements today in 42 countries covering 73 publications. The latest additions are *PC World Myanmar* (formerly Burma) and *PC World Belarus.* As always there are several new deals bubbling on the stove that should produce additional publications in the coming months.

IDG discovered years ago that particularly in small, emerging markets it makes a great deal of sense to work with a local partner rather than going it alone. Good local partners greatly accelerate the business growth curve because they reduce the learning curve.

Because IDG now has a presence in so many countries, how has your work changed?

As our business has expanded we have indeed changed how we operate. Gone are the days when I could be a one man band racing around developing and promoting the News Service, signing new license agreements, supporting the existing licensees and snapping photos for *World Update*. I still do some of each, but we have dedicated staff in every area.

Today **Tim Clarke** manages a large portion of our licensing activity and support. **Rob Garretson** has complete responsibility for day-to-day operations of the IDG News Service. **Lisa Ryan** handles our business and accounting functions, and *World Update* has three editors chasing you for news about your business unit. IPS at the moment has 19 people in the U.S. and, including the News Services' foreign correspondents, another 10 in Europe and Asia.

How often are you on the road? Is it true that you rival [IDG Chairman] Pat McGovern's frequent flyer mileage?

Nobody logs more miles than Pat McGovern. Pat tells me I travel 200,000-300,000 miles per year, so it must be true! I think it is the time zones rather than the miles that take the toll on a person. In general, each 1,000 miles of east/west travel crosses one time zone, so it is the more than 200 hours of jet lag a year that wear one down. Most of us are not as young as Pat!

Last year I spent 150 nights on the road, most of it outside the U.S. Such a schedule is only possible when you have a great staff at home.

The News Service seems to have grown over the last few years. Can you describe some of the milestones the group has achieved and what is on the agenda for the coming year?

The News Service has indeed grown tremendously in recent years. The News Service originally was a recirculator of news produced by IDG publications around the world. We realized a few years ago that we had reached the limits of growth as a recirculator and that the next phase required producing news ourselves.

That was when we went out and found Editor-in-Chief Rob Garretson. Rob has developed a reporter corps around the world and an editing team in Boston as good as any on Earth. The proof is that *Computerworld* and *InfoWorld* keep trying to steal our people!

In 1994 the volume of stories on the IDG News Service increased 100% over 1993. Nearly 15,000 stories moved on the news wire alone, and News Service personnel originated more than 2,000 stories.

In 1995 we'll work with our customers to identify those parts of the world where we need to increase our coverage.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

Neece Named as IDG's VP/Resource Development

Position created to identify and recruit senior managers for IDG's worldwide business units

IDG has created a new position to help identify and recruit senior managers for business units around the world. Last month **Michael Neece** was appointed to the post of vice president of resource development with a charter to more effectively implement the recruiting knowledge and resources that already exist at IDG and to devise better methods for sharing information on potential candidates. Michael will be based at the Corporate Support Center and report directly to the Executive Committee.

As IDG's in-house executive recruiter, Neece will work closely with the Executive Committee in its searches for the most talented individuals to lead IDG companies worldwide. He will also be working closely with Vice President of Corporate Human Resources **Martha Stephens** to provide IDG employees with the most complete and complementary human resources services programs.

"Continuing the record results of the last few years depends on finding and investing in the best individuals around the world," said IDG President **Kelly Conlin**. "Michael gives us additional resources to ensure that both inside and outside candidates are thoroughly considered for such positions."

IDG WORLD UPDATE

NEECE

An important component in the creation of this new position is knowledge transfer, and in that vein, one of Neece's most important tasks will be to establish a database of information on top-level candidates. The database will be a compilation of background information and resumes of individuals who have been or are being considered by IDG business units for management positions.

The value in such a resource comes when a business unit plugs into the database looking for a particular skill set. For example, if *InfoWorld* is conducting a search at the vice president level and *Macworld* conducted a similar search six months before, the database will contain information on all candidates that were considered in *MW*'s interviewing process. This will provide IDG business units with access to the industry's top personnel while saving a significant amount of time and money.

Neece comes to IDG from Fidelity Investments where he was a staffing consultant responsible for executive searches and the development of training programs. He earned a masters of engineering degree from Boston University and a BS in physics from Worcester Polytechnic Institute.

According to Neece, interviewing is his passion and he urges IDG employees to take him up on his standing offer to teach interviewing techniques from both sides of the desk.

Neece encourages any IDG employee, in the U.S. or abroad, who knows of qualified individuals at the associate publisher, publisher or CEO levels to contact him directly. He can be reached at tel: 617-534-1200, fax: 617-262-2300.

CHAIRMAN'S ACHIEVER

When *Australian Macworld* was in danger of having to cancel the 1994 Macworld Class Awards due to budget cuts, Sales and Services Manager **Joanne Davies** rose to the challenge.

Joanne volunteered to produce the magazine's prestigious competition, which involved setting up a database to tabulate votes and entering and sorting the results from thousands of ballots. She also coordinated the manufacturing of the awards plaques, securing a better quality plaque for less money.

DAVIES

"Her achievement kept alive a valuable marketing tool while saving *Australian Macworld* a great deal of money in tight financial circumstances," said Publisher **Robert Wells**.

Joanne, who began her career at *Australian Macworld* in 1990 as an advertising coordinator, juggles additional responsibilities as production coordinator and assistant to the publisher. "Joanne is never happier than when too busy, and has consistently taken on greater and greater responsibilities over time," Wells said.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

IMS/EUROPE

continued from page 1

tions efforts of companies in the personal computing industry. "In such a competitive environment — particularly where the consideration set is small — it is increasingly important to have strong brand awareness or you don't even get to play in the game," said Managing Director of IMS/Europe **Jeff Meers**. "This indicates a clear strategy for the marketing of computer products and where budgets need to be targeted in order to do this."

The study will help IMS and IDG's European business units to help their clients better leverage IDG's global resources in their marketing efforts targeting corporate buyers.

For more information or copies of the report, contact **Richard Buckley** at tel: 44-1784-461324.

IDG Job Opportunities Update
Monday January 16, 1995

PAYROLL / BENEFITS ADMINISTRATOR (IDG)
The individual in this position will be responsible for a high volume of payroll and HRIS data entry and ad hoc reporting. Prior experience in payroll processing required. Excellent customer service and organizational skills are necessary. Ability to work in a fast-paced environment a must. Benefits administration experience helpful.

HUMAN RESOURCES MANAGER (IDG)
This position will provide HR support to several business units and functional areas. Responsibilities will include recruiting, compensation, employee relations and management development. Exceptional skills in project management, organization, process consulting and implementation are necessary. 5-7 years HR experience required.

COMPUTER TECHNICIAN (IDG CENTRAL SERVICES)
The successful candidate will work in Information Systems installing and maintaining IBM, Macintosh, and compatible computers for PC World, Macworld, Advanced Systems, Multimedia World and Publish magazines. Networking experience required. Excellent communication skills necessary.

ACCOUNTING SPECIALIST (IDG CENTRAL SERVICES)
The individual in this position will be responsible for various projects within the accounting and finance areas, including commissions, accruals, re-forecasts and chart of accounts assignments. Ideal candidate will be detail oriented and possess good interpersonal skills. Accounting degree required. Computer experience with Macintosh Excel and Vax Computron preferred.

ASSOCIATE EDITOR (CIO)
The selected individual will edit copy for content, organization, clarity and style, plus work with in-house and freelance writers on story development, direction and focus. Candidate will assist in the idea-generation process and write occasional short items. A minimum of 3 years feature magazine editing experience required.

SENIOR ANALYST, APPLICATION DEVELOPMENT TOOLS (IDC)
Candidate will identify, manage and perform research on 36L's, programmer development environments, visual programming and associated tools. Individual will also manage and perform consulting projects and speaking events, write reports and bulletins and forecast the market. Programming experience and vendor and/or user background required. Knowledge of industry and issues essential.

P/T ADMINISTRATIVE ASSISTANT (IDC)
The individual in this position will assist the Publications Department staff. Responsibilities will include record-keeping, correspondence, filing and basic production coordination. Macintosh proficiency a must. MS Word and Excel expertise required. Knowledge of QuarkXPress helpful. Candidate must have the ability to work independently in a busy environment. (20-25 Hr/week)

ASSOCIATE ANALYST (IDC/TIS)
IDC/Technology Investment Strategies is seeking a self-motivated team player with strong interpersonal, research, writing and telephone skills. Individual will be responsible for client inquiry support, primary and secondary research for a team of Research Directors, and various projects and writing assignments as needed. Candidate must have knowledge of the information technology industry and have experience with desktop computers. Macintosh skills a plus. A Bachelor's Degree is required. Familiarity with MIS environment a plus.

SENIOR TEST DEVELOPER (IW)
Ideal candidate must have a minimum of 3 years experience as a computer technician, integrator, or support person. Individual must have strong problem solving skills, excellent communication skills and have used a wide range of personal computer hardware, software and networking products. Experience with computer product testing or product evaluation required. Must be able to work in a team environment with editors, test analysts and test developers.

PC SUPPORT SPECIALIST (IW)
This position is a key member of the Help Desk and is responsible for providing basic support for PC/MAC/LAN users. Specific duties include: software/hardware installations, upgrades and troubleshooting. 1-2 years hands-on PC end-user support required. In-depth knowledge of MS DOS and system 7 essential. Experience with Novell LAN required. Excellent problem solving skills necessary.

MARKETING ASSISTANT (IW)
The individual in this position will handle general administrative duties for the VP of Marketing and the six-member marketing team. PC literacy is required. Administrative experience preferred.

MARKETING COORDINATOR (IW)
Successful candidate must be highly organized, deadline oriented and able to perform multiple tasks. Duties include general marketing communications and design work. Experience in coordinating and managing corporate events preferred. 3 years related marketing experience necessary.

REVIEWS EDITOR - West Coast (TMP)
Ideal candidate will be responsible for News and Reviews in the Digital Video and Multimedia market. This position requires extensive industry knowledge and contacts. Individual must have the ability to work with vendors and writers. Strong copy editing skills required. Knowledge of QuarkXPress a must.

ASSOCIATE PUBLISHER / PUBLISHER (CCI)
The individual in this position will have complete responsibility for the marketing, advertising and circulation function of CD Review. Candidate must be able to develop a strategic plan for the successful enhancement of CD Review revenues and launch of a number of single genre publications. Excellent sales skills are necessary. Familiarity with the music industry a plus.

SALES DIRECTOR - West Coast (CCI)
This position is for an experienced, dynamic self-starter to help expand and work with CCI's West Coast clients. Candidate will work on computer titles, DOS World and Maximize. Knowledge of the computer, music and entertainment industries preferred. Successful track-record of multiple client-sales a plus.

ACCOUNTS PAYABLE / CONTRACTS CLERK (IDG/B)
The individual in this position will assist in implementing all payable and purchase order policies and procedures. Responsibilities will include processing all check requests and invoices for payment, assisting the Royalty Accountant with contract administration and reviewing the suspense accounts. A minimum of 2 years experience processing accounts payable required. Computer literacy a must. Knowledge of Excel and Word preferred.

COPYEDITOR, CUSTOM PRESS (IDG/B)
Responsibilities will include editing manuscripts for grammar, spelling, and punctuation as well as for sense, organization, clarity, accuracy and writing level. Word processing a must. A degree in English or related field necessary. Excellent communication and organizational skills essential. Book publishing experience a plus.

ASSOCIATE EDITOR (IDG/B)
The Associate Editor will screen manuscripts for acquisition/publication. Candidate will consult with authors to establish desired style and tone of manuscripts to ensure the suitability for identified audience. Individual will work with the production and copyediting departments in response to queries and in establishing schedules.

EDITORIAL ASSISTANT (IDG/B)
The individual in this position will provide general clerical support to the Publisher and Executive Editor. Duties will include updating editorial and production schedules, corresponding with authors and vendors, maintaining databases, formatting manuscripts and answering phones. Must be computer literate with experience on PC's using Word and Excel for Windows. Knowledge of Microsoft Mail a plus.

BUSINESS MANAGER (PCW)
Successful candidate will be responsible for directing financial operations for Editorial, Art/Design, Test Center, Lotus Edition, SOHO, and Special Report departments. This position requires excellent analytical ability, knowledge of IDG financial operations and proven written and verbal communication skills. Must have experience using Word, Excel and Freelance Graphics. 2-3 years accounting or operational management experience required.

ASSISTANT TO THE PRESIDENT (PCW)
Candidate will provide administrative support to the President of PC World New Media. Duties include office management, preparing financial and written reports, preparing presentations, and assisting on new media projects as assigned. 3-5 years executive administrative experience necessary. Strong written and verbal communications skills essential. Familiarity with multimedia, film, television, print or other media a plus.

ASSISTANT EDITOR (IMI)
The successful candidate will develop editorial copy for the News Beat, Product Watch, and other sections of Publish magazine. Individual will make sure that all elements are entered into the production stream on schedule, generate ideas for articles and represent the magazine at user groups and trade shows. Excellent reporting, writing and editing skills are necessary. Familiarity with desktop publishing tools preferred.

NATIONAL AD DIRECTOR / GAMEPRO (IFTW)
The ideal candidate will be responsible for maximizing advertising page revenue and market share for GamePro magazine by participating in the development and implementation of sales promotion strategies and programs. Individual will manage the expense and revenues of all territories, plus manage, train and develop a highly professional sales force. A minimum of 5 years consumer electronic advertising sales experience required.

IDG Job Opportunities Update

January 16, 1995

Division	Title	Location	Contact Mgr.	Phone	Date Posted
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796	1/16/95
IDG	HR Manager	Framingham, MA	S. Brown	(508)935-4099	1/16/95
IDG	Executive Assistant	Framingham, MA	S. Brown	(508)935-4099	1/9/95
IDG	Associate System Support Specialist	Framingham, MA	S. Brown	(508)935-4099	12/26/94
IDG	IS Manager	Boston, MA	M. Neece	(617)534-1252	12/26/94
IDG	HRIS Systems Specialist	Framingham, MA	S. Brown	(508)935-4099	11/28/94
IDG	Senior Tax Accountant	Framingham, MA	L. Connolly	(508)935-4791	10/31/94
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568	10/3/94
IDG	Programmer Analyst	Framingham, MA	L. Connolly	(508)935-4791	9/12/94
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734	7/25/94
IDG	Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796	7/25/94
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734	10/3/94
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734	9/19/94
IDG/CI	Office Manager	Irvine, CA	P. Fowler	(508)935-4796	1/9/95
IDG/MSD	IDG Trade Show Manager	San Francisco, CA	S. Brown	(508)935-4099	12/12/94
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Jones	(415)676-3029	12/12/94
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361	1/16/95
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364	1/16/95
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359	11/14/94
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203	11/7/94
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271	12/26/94
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700	9/19/94
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800	11/14/94
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	1/9/95
WEC	Director, Corporate Communications	Framingham, MA	S. Brown	(508)935-4099	12/12/94
WEC	Sales Supervisor	Framingham, MA	S. Brown	(508)935-4099	12/12/94
WEC	Assistant Show Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	11/21/94
WEC	Conference Telesales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	10/24/94
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099	10/10/94
WEC	VP & General Mgr., IT Desktop	Framingham, MA	P. Reilly-Lemire	(508)820-8919	8/22/94
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	P. Reilly-Lemire	(508)820-8919	8/22/94
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734	1/16/95
CIO	IS Manager	Framingham, MA	M. Cornetta	(508)935-4734	12/26/94
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734	12/19/94
CIO	Intern	Framingham, MA	M. Cornetta	(508)935-4734	12/12/94
NW	Director of Marketing	Framingham, MA	M. Cornetta	(508)935-4734	1/9/95
NW	VP Sales / Ad Director	Framingham, MA	M. Cornetta	(508)935-4734	11/28/94
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734	11/21/94
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734	11/7/94
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734	10/24/94
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734	8/22/94
IDC	Sr. Analyst, App. Dev. Tools	Framingham, MA	D. Bernardi	(508)935-4361	1/16/95
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133	1/16/95
IDC	Research Director, Unix Software	Framingham, MA or Mt. View, CA	D. Miller	(508)935-4133	12/26/94
IDC	Sr.Rsch. Analyst, Leasing Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361	12/19/94
IDC	Analyst, PC Hardware	Framingham, MA	D. Miller	(508)935-4133	12/12/94
IDC	Senior Analyst, Commerical Systems	Framingham, MA	D. Miller	(508)935-4133	12/5/94
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361	12/5/94
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133	12/5/94
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133	12/5/94
IDC	East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133	11/7/94
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133	10/24/94
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099	10/24/94
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099	9/26/94
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099	9/19/94
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361	4/25/94
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133	1/16/95
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605	11/7/94
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605	6/6/94
CWI	Managing Editor, Custom Publications	Framingham, MA	S. Perry	(508)820-8160	1/9/95
CWI	Senior Editor, Client Server Journal	Framingham, MA	S. Perry	(508)820-8160	12/19/94
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160	10/24/94
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160	9/26/94
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160	9/12/94
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700	8/15/94
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728	8/15/94
TMP	Reviews Editor / DV Magazine	San Francisco, CA	K. Miller	(603)924-0309	1/16/95
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271	1/16/95
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271	1/16/95
IW	Senior Test Developer	San Mateo, CA	S. Barnes	(415)525-3464	1/16/95
IW	PC Support Specialist	San Mateo, CA	L. Schmid	(415)312-0669	1/16/95
IW	Marketing Assistant	San Mateo, CA	L. Schmid	(415)312-0669	1/16/95
IW	Marketing Coordinator	San Mateo, CA	L. Schmid	(415)312-0669	1/16/95
IW	Assistant Editor (2)	San Mateo, CA	S. Barnes	(415)525-3464	12/19/94
IW	Senior Sales Assistant (2)	San Mateo, CA	L. Schmid	(415)312-0669	12/12/94

IDG Job Opportunities Update

January 16, 1995

Division	Title	Location	Contact Mgr.	Phone	Date Posted
IW	Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669	11/21/94
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)525-3464	9/26/94
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464	9/26/94
IDG/B	Accounts Payable / Contracts Clerk	Foster City, CA	P. Levenduski	(415)655-3015	1/16/95
IDG/B	Copyeditor	Chicago, IL	P. Levenduski	(415)655-3015	1/16/95
IDG/B	Associate Editor	Chicago, IL	P. Levenduski	(415)655-3015	1/16/95
IDG/B	Editorial Assistant	Chicago, IL	P. Levenduski	(415)655-3015	1/16/95
IDG/B	Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015	1/9/95
IDG/B	Direct Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015	12/19/94
IDG/B	Foreign & Subsidiary Rights Dep't Asst.	Foster City, CA	P. Levenduski	(415)655-3015	12/19/94
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015	12/12/94
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)895-5222	12/12/94
IDG/B	Mailroom Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222	12/12/94
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222	12/12/94
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222	12/5/94
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Brand Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015	12/5/94
IDG/B	Supervisor of Production Project Coord.	Indianapolis, IN	J. Maroney	(317)895-5222	11/21/94
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222	11/21/94
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222	11/21/94
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222	11/14/94
IDG/B	P/T Merchandisers	San Diego, CA & Boston, MA	P. Levenduski	(415)655-3015	11/14/94
IDG/B	EVP Sales & Marketing	Foster City, CA	P. Levenduski	(415)655-3015	10/31/94
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222	10/17/94
IDG/B	Sales Account Manager (2)	Foster City, CA or Chicago, IL.	P. Levenduski	(415)655-3015	10/10/94
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222	9/26/94
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015	9/19/94
IDG/B	Systems Specialist	Foster City, CA	P. Levenduski	(415)655-3015	8/22/94
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222	8/22/94
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015	8/1/94
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015	7/18/94
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611	4/11/94
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222	1/24/94
PCW	Business Manager	San Francisco, CA	P. Lemmons	(415)267-1776	1/16/95
PCW	Assistant to the President / New Media	San Francisco, CA	J. Epstein	(415)267-1772	1/16/95
PCW	Producer, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772	12/12/94
PCW	Editor-In-Chief, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772	12/12/94
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772	12/12/94
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255	12/12/94
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298	12/12/94
PCW/MMW	Associate Publisher	San Francisco, CA	G. Mason	(415)978-3270	12/19/94
PCW/MMW	P/T Administrative Assistant	San Francisco, CA	V. Bonney	(708)827-4439	12/19/94
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109	11/14/94
PCW/NC	Circulation Coordinator	Boston, MA	L. Connolly	(508)935-4791	12/5/94
PCW	Assistant Editor - Lotus Edition	Boston, MA	L. Connolly	(508)935-4791	10/24/94
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205	8/1/94
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250	6/6/94
MAC	Administrative Assistant (3)	San Francisco, CA	M. Chow	(415)978-3272	1/9/95
MAC	Marketing Assistant	San Francisco, CA.	C. Koral	(415)974-7309	12/26/94
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203	12/19/94
MAC	Account Executive	San Francisco, CA	S. Young-Saluti	(415)975-2624	12/12/94
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176	11/21/94
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345	11/14/94
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203	10/3/94
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203	10/3/94
IMI	Assistant Editor / Publish	San Francisco, CA	F. Lee	(415)267-1722	1/16/95
IFTW	National Ad Director / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525	1/16/95
IFTW	Assistant Production Manager	San Mateo, CA	R. Resnick	(415)286-2575	12/12/94
IFTW	Sales Associate / Game Pro	San Mateo, CA	J. Sieling	(415)286-2515	12/12/94
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506	11/14/94
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546	10/31/94
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546	10/24/94
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546	10/24/94
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506	10/24/94
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Sieling	(415)286-2515	10/10/94

Bill Leitch Retires After 27 Years

ROBIN ANDREOLA

BILL LEITCH (LEFT) SHOWS OFF THE *poster **Pat McGovern** gave him depicting logos from World Expo events.*

Information technology has reinvented itself countless times in the past three decades, and IDG World Expo Senior Vice President **Bill Leitch** has been a part of those changes. On Nov. 29, more than 80 well-wishers attended Bill's retirement party in Boston to celebrate his contributions to IDG.

Bill began his IDG career with 10 years on the research side. He founded IDC's continuous information research services in 1969 when he initiated a program to serve institutional investors.

As IDG Chairman **Pat McGovern** recounted, "Bill later took over our struggling data communications conference and, through brilliant strategy and perseverance, turned it into the ComNet Exposition and Conference in 1978. In the process, he killed the existing competitor, which required its owners, in a last-ditch effort for survival, to start Comdex. Therefore, we regard Bill as responsible for the launch of Comdex!"

Although he won't be putting in the hours he once did, Bill will still be part of World Expo, serving on ComNet's steering committee and developing conferences for the Information Superhighway Summit.

Looking back, Bill said that the best part of his tenure with IDG has been "being with a continual stream of bright young people with good ideas. You just have to point them in the right direction, and they're off and running."

IDG Employees Spread Holiday Cheer in Local Communities

KELLY LYNCH

ELAINE ROBERTI

LEFT PHOTO: *More than 100 area children, plus their parents, received gifts from IDG employees in the Greater Boston area through the Giving Tree program. Standing amidst a small portion of the presents are coordinators (back, left): **Michelle Chase**, IDG; **Madeleine Spencer**, IDC and **Laurel Peddie**, IDC; (front, left): **Laura Hunt**, IDC; **Stephanie Legelis**, CIO; **Dana Miller**, IDC; **Jennifer Vetraino**, IDC (middle); **Debbie Bernardi**, IDC and **Amy Schluger**, IDC.* **RIGHT PHOTO:** *CW Advertising Billing Administrator **Joyce Gillis** and CW President **Gary Beach** tally the presents donated by their colleagues.*

Charitable causes and families in need from Massachusetts to California benefited from IDG's generosity this past holiday season. In Boston and Framingham, employees from a dozen business units bought gifts for the Giving Tree program sponsored by the South Middlesex Opportunity Council.

InfoWorld employees made Christmas brighter for a family they sponsored through a similar program; Human Resources Generalist **Linda Schmid** led the effort. In addition to buying gifts for another adopt-a-family program, employees asked local businesses to help the mother's transition back into the workforce. Several donated work clothes, a haircut and a makeup session, and Vice President of Human Resources **Donna Veraitis** also volunteered to conduct a mock interview and provide job-hunting tips. InfoMarket Ad Director **Diane Templin** and Sales Administration Managers **Shannan Gehring** and **Kelli Flanagan** organized the project.

Director of Operations **Jane Lagas** led *Macworld*'s annual contribution to the Toys for Tots program. This year the amount raised, including matching funds, totaled $3,000. An experienced shopping crew filled the lobby with toys and books for local firefighters to pick up.

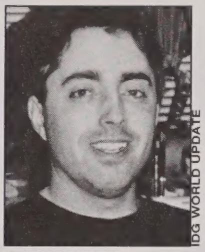
At *Network World*, various departments sponsored their own fundraising efforts and donated (including matching funds) a total of $2,601.62 to benefit the Dana-Farber Cancer Institute and the Jimmy Fund. The Marketing Dept. served a breakfast, the Direct Response Dept. held a bake sale, Design Editor **Sue Champeny** sold her watercolor paintings, and Editorial Assistant **Glenna Fasold** enticed shoppers with her handmade wooden Christmas tree ornaments.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees. Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

NOTEWORTHY

PROMOTIONS

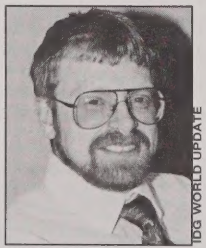

SCHNEIDER

David Schneider, previously systems specialist for PCW Newsletters and *PCW Lotus Edition,* has been promoted to network administrator. "David has done an excellent job meeting all the demands of our constantly changing and growing office," said Office Manager **Linda Belding**. "He has spent many evenings and weekends ensuring that our system stays up and running and always maintains a pleasant disposition."

Vicki Anderson has been named managing editor for *Advanced Systems.* Vicki worked as a freelance copy editor for the magazine before she was hired full time in late 1993. She was subsequently promoted to new products editor and to associate managing editor. "This is a richly deserved promotion," said Editor-in-chief **Michael McCarthy**. "Vicki is great. She's smart as a whip, well-organized and knows how to get people to meet deadlines."

Max Airborne, previously proofreader for *Advanced Systems*, has been promoted to copy editor/new products editor. "Max is a real asset and a valuable contributor," said Managing Editor Vicki Anderson, "She is full of good ideas and always follows through and executes well."

NEW EMPLOYEES


GLEASON

Bob Gleason joins IDG as a network technology specialist. Bob has associate's of science degrees in computer maintenance technology and electronics technology from Quinsigamond Community College. Bob worked previously as a PC Lan consultant for Digital Equipment. Bob enjoys climbing in the mountains of northern New England.

Michelle Vittori, previously a vendor correspondent for BJ's Wholesale Club, has signed on as a bookkeeper for IDG. Michelle received an accounting certificate from the Burdett School and spends much of her free time camping and reading.

VITTORI

IDG WORLD UPDATE

NICHOLS

IDG WORLD UPDATE

Beth Nichols has joined IDG Human Resources in Framingham as an HR analyst. She previously worked as an HR assistant at the American Academy of Physicians Assistants in Alexandria, Va. A Maine native, Beth earned a degree in psychology from St. Michael's College in Vermont. She enjoys taking jewelry and silversmithing classes in her free time.

Rodney Scott Barnes is a technician for PC World Central Services. Rodney will be responsible for the installation and configuration of PC and Mac workstations, electronic mail and application support. He earned a degree in computer science engineering from San Jose State University and is an amateur radio operator with call sign KC5A.

Kecia Nordgren is an administrative assistant in *PCW*'s marketing department. She graduated from Rutgers University with a BA in history and journalism.

MASON

IDG WORLD UPDATE

Sara Mason has joined the IDG News Service as an editorial assistant. Sara worked previously for Quick Nikkei News reporting on stock market activity. She has a BS in journalism from Northwestern University and counts jogging, playing the piano and reading among her favorite outside activities.

Network World welcomes two new employees. **Barbara Stewart** is a sales assistant in Wayne, Penn., who is a jack-of-all-trades in assisting two sales managers. Barbara enjoys movies and theater. She recently completed a scriptwriting class at a local community college and acts in amateur theater productions.

FINLAY

IDG WORLD UPDATE

Richard Finlay is a copyroom assistant for IDC. Richard comes to IDC from Metro West Medical Center where he worked as a security guard. He is a sports aficianado whose favorites include football, baseball and hockey. He also dabbles in photography.

MARTIN

IDG WORLD UPDATE

IDC Human Resources welcomes **Elizabeth Martin** as an associate HR representative. She most recently worked as a benefits and compensation administrator for Pilot Software in Cambridge, Mass. Elizabeth is in the midst of earning a certificate in human resources from Bentley College and tries to find free time to ski and spend time with friends.

CIO rolls out the red carpet for its newest staff members. **John Whitmarsh** has been named as the publication's editorial director. John was most recently editor-in-chief of *Travel Age* magazine, but he is no stranger to IDG. John held several positions at *Computerworld* where he worked for six years, including a stint as editor-in-chief from 1981 to 1985. He has a BA in English from Hobart College and an MA in journalism from Syracuse University and enjoys sailing.

Sara Allegra Evangelous has joined *CIO* as a senior program communications specialist. Sara was recently director of communications for The National Managed Health Care Congress. She earned a BS in business communications from New Hampshire College and is a member of the Boston Storm women's soccer team, currently planning its second exhibition season on the pro circuit.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-THREE YEARS
Joe Levy - CIO

TWENTY YEARS
Dieter Eckbauer - IDG Germany

SIXTEEN YEARS
Averie Rosemark - IDC

FIFTEEN YEARS
Klemens Paunert - IDG Germany
Esther Almada - IDG Mexico

FOURTEEN YEARS
Raul Moreno - IDG Mexico

THIRTEEN YEARS
Javier Rodriguez - IDG Mexico

TWELVE YEARS
Juanita Clark - IDC

ELEVEN YEARS
Pauline Smith - Computerworld
Barbara Sands - Computerworld
Maria Grazia Rovati - IDG Italy
Guadalupe Almaguer - IDG Mexico
Lee Doyle - IDC

TEN YEARS
Maureen Rondeau - IDG
Donald Young - IDG
Audrey Shohan - Computerworld
Marilyn Raineri - IDC
Rebecca Segal - IDC

NINE YEARS
Javier Coronado - IDG Mexico
Elisabeth Deroff - IDG France
Bradley Thorpe - IDC

EIGHT YEARS
Mark Hurlow - Macworld
Christian Le Gall - IDG France

SEVEN YEARS
Mehmet Ali Altaca - IDG Turkey
Chris Guio - InfoWorld
Ursula Nadador - IDG Spain
Erika Schönberger - IDG Germany
Lori Hitchcock - Macworld
Dorothy Rosenthal - IDC
Mary Loffredo -IDC
Michelle Lajeunesse - IDC

SIX YEARS
Diane Templin - InfoWorld
Dorothy Cronin - IDG
Amy Hanania - IDG
Maria Teresa Rosales - IDG Mexico
Christina Bennevier - IDG Sweden

FIVE YEARS
Francis Mao - Infotainment World
Rod Chapin - InfoWorld
Ben Barbante - InfoWorld
Nicole Kassel - IDG
Suzanne Courteau - Macworld
Stefan Akerwall - IDG Sweden
Maria Berg - IDG Sweden
Oliver Gouyer - IDG France
Marcia Rosenthal - IDC

FOUR YEARS
David Cobb - PC World
Eos de Feminis - PC World
Sara Kershaw - Computerworld
Ric Gresh - IDG Books
Danny Lee - Macworld
Jim Feeley - Macworld
Valeria Penati - IDG Italy
Evaristo Ramírez - IDG Mexico
Jens Eriksson - IDG Sweden

THREE YEARS
Anne Kandra - PC World
Richard Johnson - PC World
Sandy Blackthorn - IDG Books
Kathy Day - IDG Books
John Gilsenan - IDC U.K.
Catherine Veil - IDG France
Scott McLarnon - IDC

TWO YEARS
Teresa Hill - Infotainment World
Erin Wayman - PC World
Erika Bauer - PC World
Camille Jones - IDG World Expo
José Gavilan - IDG Spain
Erika Bauer - PC World
Amy Fitzpatrick - IDG Research Svcs
Deborah Temple - IDG
Masaru Kobayashi - IDG Japan
Andrea Trigila - IDG Argentina
Pierre Hellblom - IDG Sweden
Erik Phillipson - IDG Sweden
Johan Zetterquist - IDG Sweden
Esmeralda Silva - IDC
David Rines - IDC
Barbara Kitzis - IDC
Felix Gonsalves - LINK
Eric Prothero - IDC

ONE YEAR
Kathy Marty - Infotainment World
Pamela Raass - Infotainment World
Sam Grimaldo - Infotainment World
Gail Nelson - PC World
Julie Dunn - PC World
Karen Jones - InfoWorld
Karen Frangione - PCW Newsletters
Jim Barattolo - Int'l Publishing Svcs
Joseph Mola - Computerworld
Chris Collins - IDG Books
David McKenna - IDG Books
Matthew Hawn - Macworld
Pauline Nieuwhof - IDG Netherlands
Peter Starrenburg - IDG Netherlands
Kirsten Westheus - IDC U.K.
Peter Jidesten - IDG Sweden
Sophie Inserguex - IDG France
Timothy Bourgeois - IDC
Helen Rosen - LINK
Steven Taylor - IDC
Judith Gordon - IDC
Iain Gillott - LINK

DISNEY

continued from page 1

there will also be a short television program about the collaboration. IDG Italy and Disney are planning several other projects for later in the year.

Bossi anticipates the *PCW*/Disney issues will be highly profitable given that the ad pages have been sold at four times the usual *PCW Italia* rates and the circulation is triple *PCW*'s regular 35,000 monthly figure. This project can also be developed in other languages through a license agreement with IDG Italy and Disney; interested business units should contact Bossi for more information at BusinessTalk B.Bossi, telephone 39-2-5801-1660 or fax 39-2-5801-3432.

ON THE JOB

Macworld's Lab Delivers Performance Data

To be a member of the Macworld Lab team one has to have perseverance, a strong technical background and attention to detail, not to mention a fondness for junk food, especially Famous Amos cookies. "It also helps if you like Star Trek," added a lab editor.

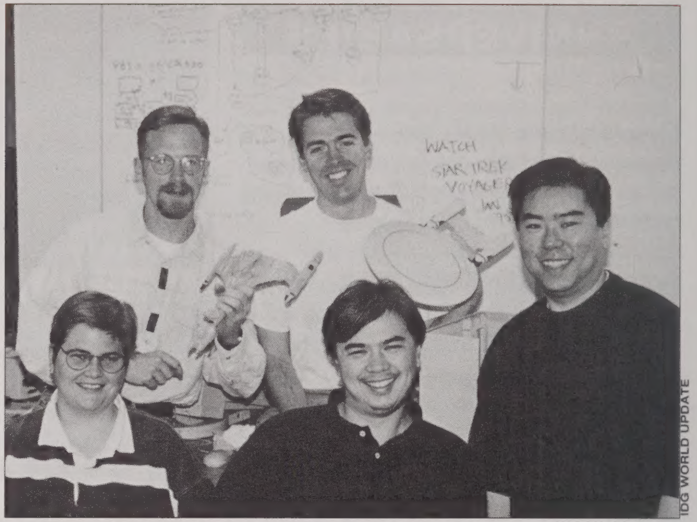
The camaraderie and lighthearted atmosphere in the lab help the staff cope with a hectic testing schedule that can include assessing as many as 50 or 60 products for just one article. The lab is a key resource in helping *Macworld* provide its readers with technical information, including performance evaluations. "We believe this information is incredibly valuable in helping readers better understand the technology and therefore make better buying decisions," said Lab Director **Lauren Black.**

As a sub-department of editorial, the lab staff works with the features and reviews editors to provide test information on a variety of hardware and software products. The staff also works periodically with the news department to provide test results for some of the longer news stories.

Advanced planning

Preparing for a *Macworld* lab feature starts six months in advance of the publication date with a meeting to determine the focus of the two feature articles and what products are needed. The staff spends about a month testing the relevant products in the lab. In addition, the lab tests two or three products for the reviews department each month. These tests have a much quicker turnaround and are generally focused on speed performance. The staff also occasionally writes reviews.

Some of the work the group has done recently has included testing presentation hardware, upgrade options for Macintosh systems, recordable CD-ROM drives, Power Macintosh software and high-end color scanners.



IDG WORLD UPDATE

THE MACWORLD LAB TEAM GOES BOLDLY WHERE NO TESTER *has gone before. (Back, left):* ***Matt Clark****, technical analyst;* ***Tim Warner****, senior technical analyst. (Front, left):* ***Lauren Black****, lab director,* ***Mark Hurlow****, senior technical analyst,* ***Danny Lee****, technical analyst.*

Each of the five staff members has a great deal of experience using products in the Mac environment. Although the workload is spread among them evenly, each technician has a special area of expertise.

From time to time the Macworld Lab has joined forces with some of IDG's other testing centers. Last fall they collaborated with the PC World Test Center on a project associated with the *PCW/Child* magazine supplement and another that examined how Excel performs on Macs compared to PCs.

According to Black, over the past few years the group has been involved in more testing than ever. "We're taking a more in-depth look at the products, although that sometimes means testing fewer products — for example, we might look at the top 10 printers rather than the top 50," she said.

One of the biggest challenges the group faces is getting vendors to send products on time in order to meet the schedule for reviews. The solution? "We give them drop-dead deadlines that are clearly defined," Black said. "If the product isn't in, it won't be reviewed!"

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,000 employees. Its publishing subsidiary, IDG Communications, publishes more than 222 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

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January 23, 1995

LEE DOYLE WINS IDC'S 1994 JAMES PEACOCK AWARD FOR PROFESSIONAL EXCELLENCE
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SCHOLARSHIP ESTABLISHED TO HONOR THE MEMORY OF IDG'S AMY SILBERMAN
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IT TRIVIA: ARE YOU IN THE KNOW? TEST YOUR IDG KNOWLEDGE AND WIN A PRIZE
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Product Line Session Looks at the Future of Publishing

More than 50 representatives of IDG's international *Macworld* clan held a series of wide-ranging discussions about the direction of the publishing business at their product line meeting Jan. 7-10.

Sponsored by the Macworld Global Product Support Center, the meeting was held at the conclusion of MACWORLD Expo/San Francisco. In addition to browsing the show's exhibits, employees from 15 *Macworlds* around the globe had a chance to meet with customers in the GPSC-sponsored hospitality suite.

The meeting featured advertising and editorial tracks as well as general sessions. IDC's **Eric Lewis**, a Macintosh analyst, reviewed his company's most recent forecasts and discussed how the outlook for the PC market influences the Mac market. Other IDG employees from the Marketing Services Dision, IDG Research, PC World, International Publishing Services and TechMedia also spoke.

Kimberlee Luedee, director of marketing and communications for the Macworld GPSC, added online services, interactive data and the future of print magazines to the agenda based on feedback from last year's meeting.

•CONTINUED PAGE 4•

New Miami Office Targets Latin American Market

The opening of IDG's office in Miami a few weeks ago represents the company's commitment to improving products and sales efforts in Latin America, one of the fastest-growing IT markets in the world.

IDG WORLD UPDATE

THE STAFF AT IDG'S MIAMI OFFICE WILL *be involved in a host of editorial, marketing and sales projects on behalf of IDG business units throughout Latin America. (From left:)* ***Gilberto R. Manresa, Gloria R. Gonzalez, Dora Luz Cuellar*** *and* ***Santiago J. Villazon.***

IDG Latin America is managed by Publishing Director **Santiago J. Villazon** and IMS Regional Sales Director **Gilberto R. Manresa**, who together have a wealth of of experience in the Central and South American markets. Villazon will serve as a regional publisher initially focusing on a regional edition of *PC World* that will launch in May. He has been involved in publishing in the region for 22 years, primarily with Editorial America as publisher of *Mechanica Popular* and later as publisher of *PC Magazine*. Most recently he served as publisher of IDG's *GamePro* licensee for Latin America.

Manresa, who will work on the *PC World* project in a sales and marketing capacity, most recently sold advertising for and was associate publisher of *PC Magazine* in Latin America. He has two prime responsibilities. First, he will be IMS' representative in South Florida selling ads from U.S. firms into the *PC Worlds* in Latin America; Manresa will also sell into other IDG publications in the region and outside it. Second, "Gilberto will be our Latin American evangelist for new business from outside Florida," said IMS President **Frank Cutitta**. "He'll also be a resource for other IMS salespeople who have to answer their clients' questions about distribution channels in Latin America, the cultural aspects of marketing/communications, or advertising localization issues."

Villazon noted that the IDG office in Miami will be the Latin American connection to improve IDG presence in the market south of the borer. "One of the biggest advantages of IDG is that the whole company's focus is on the computer industry," he said. "There is no other publishing company in the Latin

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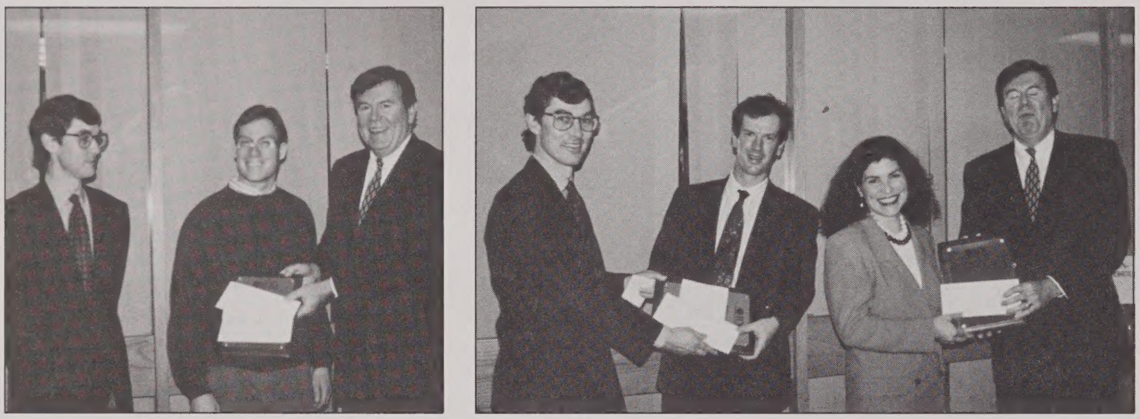
IDC's Peacock Awards Honor Former VP's Legacy



FAR LEFT PHOTO: IDC *President* ***Kirk Campbell*** *and IDG Chairman Pat* ***McGovern*** *presented the 1994 Peacock Award to* ***Lee Doyle*** *(center) for his outstanding contributions to IDC's LAN research.*
LEFT PHOTO: SCOTT ***McCready*** *(second from left) and* ***Ann Palermo*** *received runners-up honors for their study on ROI of Adoption of Lotus Notes.*

Last week IDG Chairman **Pat McGovern** and IDC President **Kirk Campbell** presented the James Peacock Memorial Award to IDC Project Director **Lee Doyle**. Runners-up honors were presented to Project Directors **Ann Palermo** and **Scott McCready**. Established in 1985 by Pat McGovern, the Peacock Award is presented annually to an individual from IDC's U.S. operation who embodies the standard of professional excellence maintained by James Peacock.

Jim served as an IDC vice president for 15 years preceding his death in 1981. His legacy to IDC was a superior ability to bring a research project to fruition — to organize the project, to conduct research, to write and publish the report on time and to communicate the results effectively to the client. Each year IDC's vice presidents and senior vice presidents nominate members of their staff for this highest honor.

Lee Doyle was recognized for his outstanding LAN research over the course of the past six years and his instrumental role in developing the industry's premier LAN research program. Lee's work was noted for its breadth of coverage, quality of research, accuracy of forecasts and quality of analysis.

Among his achievements are quarterly customized LAN research for IBM, the establishment of a two-pronged methodology for analyzing and forecasting the LAN market and a multiclient study to research key European LAN markets, one of IDC's most successful studies.

Demand for Lee's expertise is evident in frequent requests for speaking engagements from both vendors and Wall Street companies. Lee is a frequent speaker at IDC's international briefing sessions and has been tapped as a member of the strategic planning committee on international research.

Ann Palermo and Scott McCready were honored for their study, "Return on Investment of Adoption of Lotus Notes," which is considered breakthrough research. This team was nominated in part for bringing IDC "to a new level of research and modeling sophistication."

Although the project entailed 65 on-site interviews, McCready and Palermo were still able to complete the study within budget and on schedule. They were also commended for maintaining IDC's objectivity in a study funded by a single client.

The team was recognized for conducting a study that brought sustainable value to both the client and the industry. Lotus requested additional reprints and is publishing the results in a number of languages in both electronic and print format.

The study set a precedent for future studies in this area and enabled IDC to be associated with the industry's highest quality IT ROI research.

IDG Hungary Finds Success On-Air

This month IDG Hungary celebrates the one-year anniversary of its participation on a popular computer-related television show called "PC abc."

MESTER

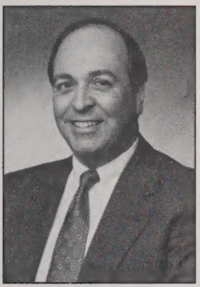
Sándor Mester, editor-in-chief of *CW Szamitastechnika* and *PC & Macworld Hungary*, is the host of a 10-minute bi-weekly segment called "Processor."

Mester usually airs news updates drawn from IDG Hungary's editorial but occasionally conducts guest interviews that are taped outside the studio. IDG Chairman **Pat McGovern** was a guest on the program last year.

Even though the 30-minute "PC abc" airs at the less-than-prime time of 8:00 a.m. on Sunday mornings, it has an avid audience. Close to 10% of Hungary's 10 million people watch the program, in addition to tens of thousands in the Hungarian-speaking territories of neighboring countries.

Mester, who also appears on two radio shows and reads a paid radio advertisement for *CW*, is getting to be a local celebrity. He noted that one time he was going through customs when a fellow traveler told him that his face was familiar but he could not figure out why. When Mester said he was in the IT industry, the man realized he looked familiar because his son always watched the program!

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q What qualities are necessary to be an effective operations person?

A To be effective in an operations capacity an individual has to enjoy detailed tasks. For example, the person must enjoy an area like circulation that has many facets and nuances that need to be clearly understood in order to develop an effective circulation model. A good operations person must also have a solid grasp on the overall business model in order to understand how each distinct functional area fits into the whole and contributes to the efficient and effective operation of the business.

The best operations people I have known during my career are able to move beyond their own area of expertise and develop a deep understanding of the overall business. They must also have the interpersonal skills that allow them to work with many different departments and to team effectively with the CEO of the business unit.

Many of the IDG business units are for the first time developing a role for a chief operating officer or a vice president of operations, and I believe over time that these individuals will make major contributions to the enhanced profitability of these units.

Are there any differences between handling operational responsibilities at the Corporate Support Center vs. at a business unit? What are they and how would you approach these differences?

The role that I play at the CSC is very different from the role that I had at InfoWorld Publishing Co. The CSC is the server in the client/server metaphor. We highlight good business practices or "great ideas" and attempt to share these with all of our business units worldwide. Our market or customer contact is much more limited than that of our business units and this is the key to IDG's success. We have moved the decision making process as close as possible to the customer. At *InfoWorld* I was immersed in the details of the business and had much greater market contact on a daily basis.

Many of us at the CSC who have worked in business units miss the level of excitement that comes with working, for example, on a weekly newspaper. We do not have a product that comes out every Monday morning and influences an entire country! **Marion Kibbee** and I have often discussed how we miss the experiences that we had at *Computerworld* and *InfoWorld*, respectively.

What are the top three issues that take up most of your time?

On a daily basis there are issues that arise that impact one or another of our business units worldwide and I am asked for advice or counsel. As I have indicated earlier, **Donald Young** and I have continued **Walter Boyd**'s tradition of a 24-hour response time. Many times I will respond by letting the business unit head or country manager know that the IDG Executive Committee will review the issue at our next 11:11 meeting or at our monthly financial review meeting. After we have reviewed the issue, a quick response is delivered. Effective communication on a global basis is essential to IDG's continued rapid growth and development.

I also spend a great deal of my time with our financial team. I work closely with **Bill Murphy** and **Ted Bloom** and their respective staffs monitoring our results worldwide and identifying business units that are in need of assistance or those that have tremendous opportunities that need investment in order to grow. I also spend time working with Marion Kibbee and her team to plan the many meetings that we hold around the world on an annual basis. The level and detail of planning that is involved is quite significant. Marion's team does an outstanding job behind the scenes to facilitate the success of our various meetings.

How would you define your personal management style and/or philosophy?

I like to mentor or coach a team of individuals who are committed to a common goal. I believe that this approach enables individuals to grow and contribute beyond their own expectations. They realize that the team can achieve more by working together. I place a high value on open and honest communication among all the team members.

Is the Corporate Support Center taking a more active role in business units' activities? With the management changes this past fall, has there been any change IDG's decentralized philosophy?

Our philosophy of decentralization or our involvement with the business units has not changed during the management transition. I was originally attracted to IDG because of its decentralized structure. I had spent several years working in an entrepreneurial startup and prior to that had worked at Capital Cities/ABC, which shares IDG's commitment to decentralization. Therefore, it was important to me that I find a company that understood and was committed to a decentralized business philosophy. **Kelly Conlin** and I are both deeply committed to decentralization.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees. Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

MACWORLD Expo/San Francisco Draws Record Crowd

1300
1400
1500
1600
1700
Macworld
THE MACINTOSH® AUTHORITY
IDG BOOKS
Macworld
Upgrades

MACWORLD EXPO/SAN FRANCISCO HAS CONSISTENTLY ENJOYED AN INCREASE IN *attendance every year since its inception in 1984. The 1995 show weighed in with 72,000 attendees, 500 exhibitors and 1,440 booths. The show was sponsored by Macworld magazine and produced by Mitch Hall Associates.*

The world’s largest and most comprehensive show devoted to Macintosh computers had something for everyone who attended the Jan. 4-7 event. In addition to exhibits of all kinds covering 400,000 square feet of floor space, MACWORLD Expo/San Francisco’s conference program featured over 100 individual sessions covering topics in 15 subject areas.

Colin Crawford, *Macworld*’s chief operating officer, welcomed attendees to the opening session and introduced technology visionary Kai Krause for the highly popular keynote address, “Jammin’ on the Information Highway!” Krause teamed up with musicians Herbie Hancock, Graham Nash, Todd Rudgren and other artists to talk about technology changes as they relate to the entertainment industry.

Macworld sponsored a new one-day intensive conference, Industry Interchange, for senior-level executives in companies that develop, produce or sell Macintosh software, hardware and peripherals. Interchange brought together leading analysts and key Apple representatives to talk about industry trends and how they will affect businesses. *InfoWorld* Editor-in-Chief **Stewart Alsop** interviewed Apple CEO Michael Spindler during one of the sessions.

FUND TO HONOR AMY SILBERMAN

A scholarship fund has been established in memory of Amy Silberman, executive assistant at the IDG Corporate Support Center and a 1981 graduate of Shaker Heights High School in Ohio. The scholarship will be presented on Senior Honors Day to a student from the school who demonstrates excellence in the fine arts.

Contributions should be made out to the Amy Margolis Silberman Fund for Arts and Education and should be sent to: Shaker Schools Foundation, 15600 Parkland Ave., Shaker Heights, OH 44120, U.S.A.

PRODUCT LINE

continued from page 1

KIMBERLEE LUEDEE

RIGHT: *Macworld representatives taking a break from the product line meeting are (standing, from left):* ***Colin Crawford****, U.S.;* ***Alvaro Ibañez****, Spain;* ***Stephan Scherzer****, Germany. (Seated, from left:)* ***Carmen Liermann****, Germany;* ***Gebhard Osterwalder****, Switzerland;* ***Barbara Ringer****, Germany;* ***Cuno Schneeberger****, Switzerland. Macworld employees from 15 of IDG’s 27 MW publications attended the product line meeting.*

“We have to attack these issues from two angles,” she said. “We cover the technology that’s a vital part of this future, plus our product itself needs to move into the future, as well.”

In discussing what the road ahead will bring, a panel representing *Macworld* and non-IDG titles offered diverging opinions about how magazine publishers fit into the digital future and what growth opportunities exist. **Suzanne Stefanac**, editor of *Macworld*’s Online Group, chaired a multifaceted session about online services, CD-ROM publishing and the Internet.

Nicklas Mattsson, editor-in-chief of *Macworld Sweden*, said the informative sessions and collegial atmosphere proved that the product line meetings “just keep getting better and better. Different *Macworld*s have different ways of dealing both with editorial and with creating new projects under the *Macworld* brand. Sharing that information is vital.”

IDG WORLD UPDATE's

Local Loop

FOR SALE

• **1984 Volvo turbo.** Mint condition, 4-door, automatic, sun roof, A/C, power windows, dealer maintained, records available. $4,495. Call Paul early evenings at 508-820-9579.
- Laura Brady, IDG

• **Commodore 64 & 128**. Like new. Two external drives, cables, color TV monitor, dot matrix printer, lots of software. $450 or best offer.
-Harriet Darling, InfoWorld (415-525-3422)

• **Fashion jewelry**. I specialize in fashion accessory advice and have a great line of affordable jewelry. Call for catalog or ideas.
-Betty Aguirre, Infotainment World (415-286-2520)

• **"So you Wanna Be a Rock 'n Roll Star — a Rock 'n Role-Playing Game."** 108-page, self-contained game book with complete rules for creating and playing rock 'n roll characters and bands in a variety of humorous adventures. Includes sample characters, a rock concert adventure — even a band name generator. Free set of cardstock miniatures with every order. $15 pre-paid from Bill Barton Games, P.O. Box 26290, Indianapolis, Ind. 46226-0290.
- Bill Barton, IDG Books Midwest (317-596-5237)

• **Simmons Beautyrest king bed set** complete $600. One year new. Also, Palliser dresser with mirror and matching night stand $150. Take both for $650.
- Nancy Mack, Computerworld (508-820-8152)

FOR RENT

• **Vacation rental in N.H.'s White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the winter.
- Madeleine Spencer, IDC (508-935-4390)

SERVICES

• Holistic massage therapy in your home. Gift certificates available. $55/hour. Contact Cherokee at 508-380-3241.
- Martha Stephens, IDG (508-935-4568)

CHILDCARE

• **Licensed family day care in safe, loving home in Stow, Mass**. Playroom, arts & crafts, field trips and more. Hours are 7am-6pm; full- and part-time slots available; very reasonable rates. Call Michelle at 508-562-5077.
-Kenneth Fuller, IDG Credit (508-935-4232), (508-562-5077)

BIRTHS

• **Cheryl Crivello** (*Network World*) and her husband Richard announced the birth of their twins on Nov. 25. Stephanie Marie weighed 4 lbs., 13 oz. and was 17 3/4 inches long. Nicholas Sebastian weighed 4 lbs., 9 oz. and was 18 inches long.

MARRIAGES

• **Lisa Shea** (IDC) and Trevor Bloom were married Dec. 3 in Millis, Mass.

Please include the following in the next edition of the *Local Loop (use another page if needed)*:
(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: Business unit: Tel:

Mail or fax to: *IDG World Update*, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712 Questions? Call 617-423-9030.

Send your ads in by February 21 in order for them to appear in the February 27 issue!

IDG Job Opportunities Update
Monday January 23, 1995

EXECUTIVE SALES ASSISTANT (IDG MARKETING SERVICES DIVISION)
The individual in this position will be responsible for providing administrative support for 2 National Account Directors. Duties will include preparing presentations, scheduling appointments and maintaining account files. Extensive Macintosh experience plus strong communication skills required. Must be able to work independently. Experience in an ad agency or publishing sales department helpful.

SYSTEMS ANALYST / NETWORK ADMINISTRATOR (IDG / IPS)
IPS is seeking a creative and energetic technical professional to support and administer the local and wide-area networks in addition to the Lotus Notes system. Responsibilities include managing and supporting a NewWare network, electronic editing system and developing and maintaining new Notes-based information distribution systems. Individual should have technical training and expertise with PC's and MAC's including OS/2, Windows and System 7.X Experience in network administration and database development required.

MARKET RESEARCH ANALYST (NW)
Network World is seeking a Market Research Analyst to provide strategic market information to marketing, research and sales functions. Candidate will be responsible for generating and analyzing on-line syndicated research runs, processing secondary market information and assisting in the development of customized sales presentations. College degree required. Strong communication skills, analytical ability, overall comfort with numbers and computer proficiency necessary. 3-5 years marketing or market research experience necessary.

ACCOUNT EXECUTIVE (NW)
The individual in this position will be responsible for prospecting clients and selling Direct Response Advertising by phone in a specific territory. Individual must be well organized and possess excellent written and verbal communication skills. Knowledge of the Macintosh and Filemaker Pro helpful. Prior advertising sales experience preferred.

SENIOR REPORTER (NW)
Network World has an opening for a senior level reporter in its Client/Server Applications section. A minimum of 2 years hi-tech reporting experience and a proven ability to consistently break news is necessary. Familiarity with messaging, groupware, database and conferencing technologies a plus.

EXECUTIVE ASSISTANT (IDC / TIS)
This position will provide administrative support to the President of an IDG start up business in Framingham, MA. Responsibilities will include a variety of administrative duties to include arranging travel plans and organizing the new office location. Strong organizational and interpersonal skills are necessary. Knowledge of Microsoft Office software essential.

IDG Job Opportunities Update
Monday January 23, 1995

SALES ASSOCIATE (CWI)
Ideal candidate should have excellent written and verbal communication skills, customer service experience and the ability to manage multiple projects simultaneously. This position is located in Rochelle Park, NJ.

ADMINISTRATIVE ASSISTANT (IW)
The ideal candidate will work with the Northwest Advertising Director and assist in managing the region. Responsibilities will include compiling revenue reports, acting as liaison with sales and other departments and performing general office manager duties. This position requires attention to detail and the ability to work independently. Strong communication and organizational skills are necessary. Excellent PC skills are essential. Publishing or advertising experience preferred.

ROYALTY ACCOUNTANT (IDG/B)
The individual in this position will draft and administer royalty/contract policies/procedures, review author contracts and amendments, and process monthly royalty statements. Candidate will handle information requests and subsidiary rights royalties. BS /BA in Accounting, Finance or the equivalent required. A minimum of 3 years accounting experience plus analytical, communication, proofreading and computer skills are required. Familiarity with contracts, author royalties and subsidiary rights a plus.

EXECUTIVE ASSISTANT TO THE CEO (IDG/B)
The successful candidate should have 4-7 years experience reporting to a senior executive in a fast-paced environment. Individual must be Mac literate with experience using MS Word, Excel and some DTP packages. Excellent project management and organizational skills required. College degree and/or business school preferred.

COPY EDITOR - (IDG/B)
The individual in this position will be responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity, accuracy and writing level. Word processing experience a must. College degree in English or related field required. Excellent communication and organizational skills necessary. Book publishing experience preferred.

PROJECT EDITOR (IDG/B)
The successful candidate should be a skilled editor of technical computer manuscripts who is capable of managing and guiding authors, manuscript editors, technical editors , copyeditors and proofreaders. Individual should have a proven ability to keep projects on schedule and be familiar with the computer industry. Excellent communication and organizational skills essential.

ASSOCIATE EDITOR, ELECTRONIC ENTERTAINMENT (IFTW)
Ideal candidate must be a dynamic, experienced editorial professional with at least 3 years editorial and reviews experience. Strong knowledge of the computer gaming industry is necessary. Established contacts and solid editorial skills preferred.

IDG Job Opportunities Update

January 23, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Manager	Framingham, MA	S. Brown	(508)935-4099
IDG	Executive Assistant	Framingham, MA	S. Brown	(508)935-4099
IDG	IS Manager	Boston, MA	M. Neece	(617)534-1252
IDG	Senior Tax Accountant	Framingham, MA	L. Connolly	(508)935-4791
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG	Senior Research Analyst	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	M. Cornetta	(508)935-4734
IDG/CI	Office Manager	Irvine, CA	P. Fowler	(508)935-4796
IDG/MSD	Executive Sales Assistant	Stamford, CT	P. Fowler	(508)935-4796
IDG/MSD	IDG Trade Show Manager	San Francisco, CA	S. Brown	(508)935-4099
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Jones	(415)676-3029
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
Executrain	Communications Manager	Atlanta, GA	S. Segars	(404)667-7700
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, Corporate Communications	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Supervisor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Conference Telesales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099
WEC	VP & General Mgr., IT Desktop	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Senior Reporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Market Research Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Sr. Analyst, App. Dev. Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	P/T Administrative Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Director, Unix Software	Framingham, MA or Mt. View, CA	D. Miller	(508)935-4133
IDC	Sr.Rsch. Analyst, Leasing Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Graphic Design Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	East Coast Sales Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC/TIS	Executive Assistant	Framingham, MA	S. Brown	(508)935-4099
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
CWI	Sales Associate	Rochelle Park, NJ	T. O'Connor	(508)820-8566
CWI	Managing Editor, Custom Publications	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor, Client Server Journal	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
TMP	Reviews Editor / DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Test Developer	San Mateo, CA	S. Barnes	(415)525-3464
IW	PC Support Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Senior Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

January 23, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant to the CEO	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City, CA / Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Braintree/Foster City/Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Accounts Payable / Contracts Clerk	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copyeditor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Associate Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Direct Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Foreign & Subsidiary Rights Dep't Asst.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mailroom Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Production Project Coord.	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Merchandisers	Boston, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Account Manager (2)	Foster City, CA or Chicago, IL.	P. Levenduski	(415)655-3015
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher / Dummies Press	Indianapolis, IN	G. Tolan	(415)312-0611
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
PCW	Business Manager	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Assistant to the President / New Media	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Producer, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Editor-In-Chief, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW/MMW	Associate Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW/MMW	P/T Administrative Assistant	Rosemont, IL	V. Bonney	(708)827-4439
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/NC	Circulation Coordinator	Boston, MA	L. Connolly	(508)935-4791
PCW	Assistant Editor - Lotus Edition	Boston, MA	L. Connolly	(508)935-4791
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Administrative Assistant (3)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Marketing Assistant	San Francisco, CA.	C. Koral	(415)974-7309
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Account Executive	San Francisco, CA	S. Young-Saluti	(415)975-2624
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
IMI	Assistant Editor / Publish	San Francisco, CA	F. Lee	(415)267-1722
IFTW	Associate Editor / E2	San Mateo, CA	F. Paul	(415)286-2550
IFTW	National Ad Director / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525

TRAVEL UPDATE

Corporate Travel Policy Revised for '95

The updated version of the North American Corporate Travel Policy has been completed and will be distributed to all U.S. employees by the end of February. Please feel free to contact the Corporate Travel Department at 508-935-4093 with any questions or requests for additional copies of the policy.

Corporate American Express policy

In conjunction with the revised travel policy, your business unit's financial manager now has information regarding distribution of individual corporate-sponsored American Express cards.

Cardmember benefits include: no preset spending limits, increased travel accident and lost-baggage insurance as well as Global Assist, which offers medical and legal referrals 24 hours a day worldwide.

United Discounts

The Corporate Travel Department has signed a contract with United Airlines for a 12% discount on all domestic flights within the continental U.S. This discount went into effect Jan. 1, 1995.

The 12% discount is also available for all international travel, but due to strict regulations governing international fare structures, the discount will be compounded by United on a quarterly basis and the refunds distributed directly to IDG.

Corporate Travel Manager Lyndsey Pomella contributes this column to share travel tips and benefits with IDG employees.

Lyndsey can be reached at 508-935-4093 or BusinessTalk address: L.Pomella. Thomas Cook Travel representatives can be contacted by telephone at 508-935-4432 (East Coast) or 415-267-1740 (West Coast) or at BTalk address: T.Cook.

Thomas Cook and American Express Combine Hotel Programs

The Thomas Cook worldwide hotel program, which for years has been providing ad ditional corporate volume discounts for those properties where IDG did not have its own negotiated rate, will be considerably enhanced as a result of the acquisition of Thomas Cook by American Express.

The 1995 hotel program extends to 3,500 hotels in close to 900 cities and 117 countries around the world. Over 1,000 hotels offer rates lower than $100 and single room rates for double occupancy in the U.S.

For a copy of the 1995 hotel program, please call the Thomas Cook/American Express office at 800-743-4432 or the San Francisco local office at 415-267-1740.

List of IDG Negotiated Hotels Expanded

HYATT REGENCY O'HARE

IDG has negotiated a rate of $116 (single or double occupancy) at the Hyatt Regency, located just minutes from O'Hare International Airport and a short commuter ride from downtown. The hotel provides complimentary transportation to and from the airport and is connected to the Rosemont/O'Hare Exposition and Conference Center by an enclosed skywalk.

The hotel has 1,100 soundproof guest rooms and 58 suites. The in-house health club features an indoor swimming pool, sundeck and redwood sauna. The hotel's four restaurants include a rooftop restaurant and lounge, a Chicago-style steakhouse, a European cafe and an Italian restaurant. The New Image Lounge features live entertainment nightly.

CHICAGO HILTON AND TOWERS

IDG has negotiated a rate of $119 (single or double occupancy) at the Chicago Hilton and a rate of $149 for the Towers Concierge Level. Conveniently located on Michigan Ave., the Chicago Hilton and Towers is the luxury hotel in closest proximity to McCormick Place, one of the nation's largest convention and exhibition centers. The hotel, situated just blocks from the financial district, has 1,543 guest rooms and recently underwent a $185 million renovation.

The hotel has a full-service athletic club with a jogging track, twin jacuzzi whirlpools, a lap pool and sundeck. The facilities also include four restaurants and an upscale lounge overlooking Michigan Ave.

DID YOU KNOW....

Due to the high volume generated by IDG travelers, the Mark Hopkins Intercontinental Hotel located on Nob Hill in San Francisco has reduced its daily rate to $135 for IDG employees.

With the IDG corporate rate, travelers are entitled to the following amenities:

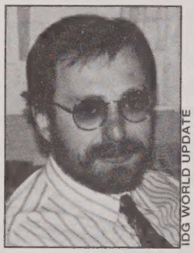
- **complimentary upgrade when available**
- **complimentary continental breakfast**
- **complimentary limo service in downtown area**
- **500 mileage points per night on American or United**
- **complimentary newspaper delivery and use of on-site fitness club**

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE
CAPONETTI

The Corporate Credit Dept. at IDG recently announced three promotions. **Karen Caponetti** has been promoted to senior credit analyst handling collection duties for IDC, LINK and other clients. “Karen provides outstanding customer service to the business units she supports,” said Corporate Credit Manager **Amy Hanania**. “She is a dedicated and serious professional.”



HANSON

Mark Hanson has also been named as a senior credit analyst supporting IMS, *CIO* and *Network World*. “Mark is a tenacious collector who expertly handles the most challenging situations. He brings great enthusiasm to his work,” Hanania said.

IDG WORLD UPDATE
CIULLO

Susan Ciullo, who has been with the department less than a year, has been promoted to credit analyst. She handles collections for IMI and a number of *PC World* accounts. “Susan’s excellent collection techniques have enabled her to acheive great results in the short time she has been with the department,” noted Hanania.

IDG WORLD UPDATE
THIBEAULT

Evilee Thibeault has been promoted to vice president/associate publisher of *Network World*. In her new position Evilee will oversee all sales and marketing activity for the publication. She joined *Network World* in 1989 and most recently served as vice president of marketing. “Evilee has done an outstanding job in contributing to make *Network World* the industry’s fastest growing publication and expanding our franchise to include a broad array of new advertisers,” said *NW* President **Colin Ungaro**.

IDG WORLD UPDATE
STEIN

Lisa Stein has been promoted to assistant show manager for IDG World Expo’s Information Superhighway Summit, having served as manager of World Expo’s Digital Executive Programs. “Lisa’s prior experience with the Digital Executive Programs as well as her registration background and excellent organizational skills will be an asset to the ISS team,” said ISS Show Manager **Robin Andreola.**

NEW EMPLOYEES

IDG WORLD UPDATE
SHROUT

Sally Shrout joins IDG’s Credit Department as a part-time associate credit analyst, responsible for processing new credit applications. Sally also owns and manages her own business, MAS Assembly, Inc., which she runs out of her home.

Dot Allen is IDC’s director of consulting, systems, software and storage. Previously senior marketing manager for Sun Systems, Dot will be based in Mountain View, Calif. She has a BA in Hispanic American studies and an MA in education from Stanford University and an MBA in marketing from Golden Gate University. Outside the office, Dot is a member of the adjunct faculty at Golden Gate University and enjoys antiquing — from flea market to refinishing.

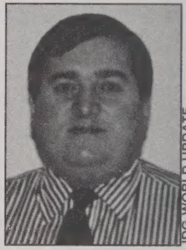
Response Technologies welcomes a host of new employees. **Chris Nelson** is an account executive. Previously a marketing specialist for Waters Corp., Chris has just completed his MBA at Boston College. Among his favorite pursuits are racquetball, hockey and rock climbing.

As a telephone interviewer for RT, **Sallie Fish** brings her experience in telemarketing for Foot-Joy/Titliest Co. Sallie dedicates time to volunteering in hospitals and battered womens’ shelters. She is also a certified home health aide who enjoys time with her three children, cooking and opera.

Robert Beasley is a fulfillment assistant who will be responsible for receiving and filling orders and maintaining inventory. Robert enjoys reading good novels and traveling whenever possible. His dream destination is Scotland.

IDG WORLD UPDATE
WAUGH

Computerworld adds two new employees to its growing staff. **David Waugh** joins the company as a graphic designer. David worked most recently in a similar capacity at *The Sun Chronicle* in Attleboro, Mass. David has a BFA in illustration from the Rhode Island School of Design and counts bass fishing and home beer brewing among his many outside interests. David received a special mention from the Associated Press in the 1994 New England A.P. Newspaper Executives Association Contest for “Best Overall Illustration of the Competition.”



CROSBY

Walter Crosby has signed on as vice president of IS. Walter comes to *CW* from Ziff Communications and Ziff-Davis Publishing where he was MIS director. He earned a BS in management science from the Massachusetts Institute of Technology and devotes much of his free time to skiing, flying and camping.

Beth Schultz is special assignments editor at *Network World*. Beth will be responsible for editing the *Lanworld* supplement and will also be serving as managing editor of *Collaboration*. She will work out of her home in Chicago. Prior to joining *Network World*, Beth was a department editor at *Communications Week*. She earned a BS in journalism from the University of Illinois/Champaign.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Max Jaeger - IDG Australia

FOURTEEN YEARS
Patricia Poupaert - IDG France

TWELVE YEARS
Craig Pierce - PC World Newsletters
Joan Daly - FCW Group
Seppi Hebber - IDG Australia
Michelle Reyes - PC World

ELEVEN YEARS
Marcia Farrington - IDC
Mark Winther - LINK

EIGHT YEARS
Vera Chan - IDG Hong Kong
Richard Cranford - PCW Newsletters
Anne Armstrong - FCW Group
Claudette Sears - IDG Research Svcs.

SEVEN YEARS
David Beynon - IDG Australia
Fernando G. Rus - IDG Spain
Mary Cornetta Brown - IDG
Alan Farias - Computerworld

SIX YEARS
Denise Elkins - IDG Australia
Miriam Karlin - IDG
Anne Kerleo-Wendt - IDG France

FIVE YEARS
Janet Dubois - IDG World Expo
Amanda Patrick - IDG Australia
Teresa Scuzzarella - IDG Research Svcs.
Marlene Levis - CIO
Seanna Maguire - Computerworld
William Bustamente - IDG Venezuela
Anders Blume - IDG Sweden
Ingela Havaas - IDG Sweden

FOUR YEARS
Monique Haylen - IDG Australia
Pauline Wortel - IDG Netherlands

THREE YEARS
Harry McCracken - PCW Newsletters
Christina Wood - PC World
Mieke Erkelens - IDG Netherlands

TWO YEARS
Agnes Vanek - FCW Group
Terry Ernest-Jones - IDC U.K.
Fiona Macrae - IDC U.K.
Robert Chang - InfoWorld
Ean Houts - InfoWorld
Beth Jenkins - IDG Books

ONE YEAR
Frederick Kuhn - FCW Group
William Otto Doll - IDC Government
Gabrielle Wheeler - IDG Australia
Nina Turner - IDG Australia
Rosanne Bersten - IDG Australia
Phil Branon - InfoWorld
Gary Ingram - IDC

IDG MIAMI

continued from page 1

American market with this kind of power."

The opening of the Miami office represents an investment in an idea that has been percolating for more than two years. Up until now, there had been little coordination among the eight Latin *PC Worlds* in terms of the issues' trim size. As a result, companies that wanted to place an ad in every *PC World* in the region had to size the ad to each local specification and ended up paying a hefty sum for film output. Beginning in May, all Latin *PC Worlds* will be the same standard size as the U.S. edition, making it much easier for advertisers to do business with IDG.

There will also be more coordination in terms of editorial. Each local edition of *PC World* will be 96 pages — 64 pages of core editorial and advertising common to each *PC World* and 32 pages of local market editorial and advertising. The core editorial will be translated from *PC World* U.S. by a small staff in Miami. Each local edition will have its own cover, thus maintaining its own market identity.

"We are not looking to produce a homogenized regional edition of *PC World*," emphasized **Tim Clarke**, vice president of licensing for IDG International Publishing Services. "Each edition from each country will be a truly local market edition containing the best U.S. and international editorial as well as local market material."

> *"There is no other publishing company in the Latin American market with this kind of power."*
>
> **-Santiago J. Villazon**

The advantages of such a strategy in terms of economies of scale are many. Production of all the *PC Worlds* will be bid out to one printer, and the larger print run will enable some business units to realize production savings of up to 50%. The companies will then be able to invest more in editorial and marketing. The cost of translation services, since most of that will be handled centrally, will also go down.

Clarke also pointed out that the regional concept makes it possible to establish *PC Worlds* in smaller markets that otherwise couldn't afford a 96-page issue.

Looking ahead, Cutitta speculated on the impact the Miami office will have throughout IDG. "This has great potential for IDC, for example, which has a big local client base in need of Latin American research," he said. "IDG World Expo would be able to tap into the contacts we're making. Gilberto and Santiago have already talked to IDG Books about possible cooperation in the region. Their biggest contributions will be reinforcing IDG's interests in Latin America."

IDG Mexico General Manager **Henry Morales** summed up the significance of the Miami office this way: "IDG Latin America – a small step for Pat and a huge jump for all the Latin American business units."

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Miami, FL 33126
Tel: 305-262-5858
Fax: 305-262-6422
BusinessTalk: S.Villazon, G.Manresa

ITRIVIA

So, you think you're up-to-date with what's happening at IDG? Prove it! The following questions have been drawn from material included in the current issue of *IDG World Update* as well as the Jan. 2, 9 and 16 issues. Simply circle the correct answers and fax this page back to us at 617-423-0712 by Feb. 14. *IDG World Update* will conduct a random drawing from all correct entries and award the winner a $20 gift certificate to the restaurant of his or her choice.

1) What IDG company recently teamed up with Walt Disney Co.?
IDG Australia — IDG Italy — Infotainment World

2) What country in the former Soviet Union just signed an agreement to publish *PC World*?
Estonia — Uzbekistan — Belarus

3) Where will the newest ComNet Expo be held?
Amsterdam — Taipei — Warsaw

4) How many stories ran on the IDG News Service in 1994?
2,385 — 7,500 — 15,000

5) How many publications does IDG have licensing agreements with?
26 — 73 — 233

6) Which IDG office recently started its own online service?
LINK Resources — IDG Switzerland — IDG Sweden

7) IDG Netherlands' most recent launch was:
Macworld — *Net* — *GamePro*

8) What is the new name of Emerging Technology Applications?
CD Solutions, Inc. — CD-ROM World, Inc. — CD Applications

9) How many miles did Pat McGovern travel in 1994?
165,000 — 280,000 — 475,000

10) How many IDG managers attended the '94 Worldwide Managers Meeting?
77 — 110 — 140

11) When will the regional edition of *PC World* debut in Latin America?
February — May — September

Name: ____________

Business Unit: ____________

Telephone: ____________

Fax: ____________

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 5 January 30, 1995

CHINESE BUSINESS UNITS TEAM UP FOR SHENZHEN'S LARGEST IT SHOW EVER
PAGE 2

ON LINE: PCW NEWSLETTERS' CRAIG PIERCE SETS SIGHTS ON TOP SPOT IN MARKET
PAGE 3

INFOTAINMENT WORLD ADDS VOLUMES TO BOTTOM LINE WITH NEW BOOK DIVISION
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Hong Kong Posts Record Quarter

IDG WORLD UPDATE

IDG HONG KONG'S TALENTED SALES STAFF HELPED LEAD THE COMPANY TO ITS BEST *quarter ever. Pictured above are (from left):* ***Regina Keung****, sales manager for PC World Hong Kong;* ***Vera Chan****, regional sales manager; and* ***Molly Leung****, sales manager for Computerworld Hong Kong.*

IDG Hong Kong recently closed the books on the best quarter in the company's 11-year history.

According to Co-Managing Director **Melvyn Bennett**, better-than-anticipated results by the company's two publications — *Computerworld* and *PC World* — as well as its International Marketing Services group, helped the company post results for the first fiscal quarter of 1995 that were "far, far above budgeted plan."

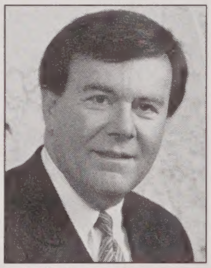
"December is typically a tough month for us," noted Bennett, adding that *CW*, which generally weighs in with approximately 48 pages, "is lucky to run 24 pages in the weeks immediately prior to the Christmas holiday." This December, *CW* ran 56 pages with a 71% ad ratio.

"These results are a testament to the strength of our publications in the local market," Bennett said.

"Our sales team has done an outstanding job. [Co-Managing Director] **Micaela [de Almeida]** and I are very lucky to have such a hard-working, devoted and enthusiastic staff."

Delaney Report Taps McGovern as 1994's Top Publishing Executive

IDG Chairman **Pat McGovern** has been named the 1994 Business Publishing Executive of the Year by *The Delaney Report*, a weekly international newsletter for marketing, advertising and media executives.


McGOVERN

The honor is given to the executive whom *The Delaney Report* editors, after reviewing corporate performance, personal talent and overall impact on the marketplace, believe has contributed the most to publishing in the past year.

McGovern was recognized "for sparking a strong performance across all IDG areas of interest — newspapers, magazines and trade books."

The publication also praised McGovern "for continuing to spread IDG's presence in overseas markets, particularly in Europe, with publishing and research services."

The runner-up was Michael Leeds, president of CMP Publications.

IN BRIEF

IDC U.K. Has Royal Run-In

IDC U.K. made headlines in the January issue of *Harpers and Queen*. The following piece appeared in the publication's Barometer section:

"The International Data Corporation is doing a telephone survey of the use of home computers among £50,000-plus earners. One cold call rang a random number and a man answered. "'How did you get this number?' 'Well, sir...' 'Do you know who you are speaking to?' 'No.' 'This is the Duke of Norfolk, and please do not telephone again.'"

IDC U.K.'s survey was part of the Global IT Study managed by IDC Senior Vice President **David Moschella**. The survey actually consisted of 200 interviews with individuals making over £65,000 (US$100,000). IDC U.K. is not aware of how *Harpers* got wind of this close encounter.

Auto Pilot?

FEDERAL
COMPUTER WEEK

DAN CARNEY

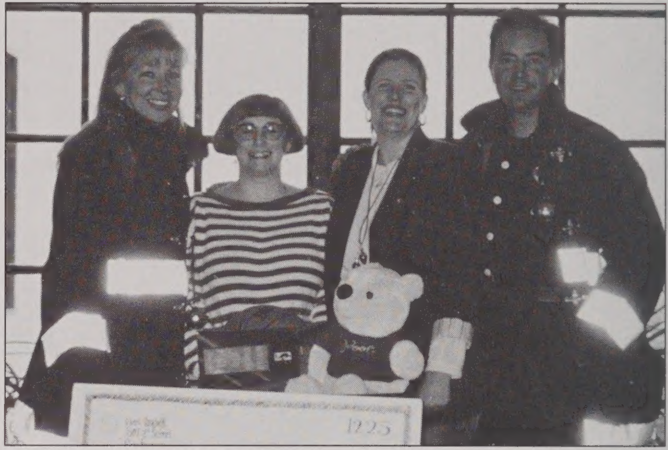
IDG CHAIRMAN PAT McGOVERN SAID HE WAS PREPARED FOR *the difficult squeeze into the cockpit after years of driving a 1955 Jaguar XK120 sports car.*

During a recent visit to *Federal Computer Week*, **Pat McGovern** inspected the racing car *FCW* sponsors for Reporter **Dan Carney**. On average Dan competes in 12 Sports Car Club of America (SCCA) amateur events each year. He is assisted during races by his "team," which according to Dan consists of anyone he can drum up, including his *FCW* colleagues.

Dan began racing about five years ago and also races motorcycles. He earned his SCCA national amateur license after completing instruction at two SCCA driving schools and participating in two races without incident.

Dan is looking to qualify to compete in his first professional race this year, an amateur Indy Car Race.

PC World Effort Raises Thousands for Toys for Tots



PC WORLD MATCHED THE $1,717 DONATED BY PCW *employees and presented a total of $3,434 to the Toys for Tots Program, which distributes toys to needy children at Christmas. Two San Francisco firefighters accepted the check from project coordinators (second from left)* ***Kelly Milan****, PC World, and* ***Sandy Heistand****, IDG Central Services.*

Chinese Business Units Team Up for Show in Shenzhen

SHENZHEN 94
國長城
IDG
國計算

MA WENXIANG, GENERAL MANAGER OF CHINA GREAT WALL *World Expo Corp., addresses the crowd at the opening of the show. Looking on is World Expo Hong Kong Vice President/General Manager* ***Gary Fung*** *(left) and a Shenzhen city official.*

IDG Shenzhen and China Great Wall World Expo Corp. collaborated late last year to produce the largest IT show ever held in Shenzhen, a special economic zone near Hong Kong.

More than 50,000 attendees visited 260 booths at the first International Computer Expo. Targeted to a general-interest audience, the show will be held annually during the fall.

ON LINE

CRAIG PIERCE

The president and publisher of PC World Newsletters is this week's guest columnist.

Q Can you clarify the name of your group? I've heard it variously called IDG Newsletters, PC World Newsletters and Lotus Publishing.

A To answer this question, let me give a brief history on the evolution of the group. Lotus Publishing, in its current state (newsletters, books, videos and computer-based training materials that focus on Lotus's software offerings), has been around since IDG acquired the Lotus Publishing product line from Lotus Development Corp. back in 1991. Although *Lotus Magazine* is now a demographic edition of *PC World*, the remainder of the group is intact.

IDG Newsletters was launched in October 1993 as a division of IDG, separate from PC World. Lotus Publishing and IDG Newsletters merged in June 1994. So all three names are correct. For internal purposes the group is collectively known as PC World Newsletters. IDG Newsletters and Lotus Publishing are divisions of PC World Communications reporting to **Pat Kenealy**. We are maintaining both the Lotus Publishing and IDG Newsletter corporate brands right now because, from a marketing perspective, it is in our best interest.

Who are your primary competitors?

The Cobb Group is our primary competitor. However, they will soon be looking to the front of the pack at PC World/IDG Newsletters as we establish ourselves as the No. 1 newsletter publisher in the market. We also compete against Pinnacle Publishing and various software companies that have established publishing operations. Some IDG business units are also competitors.

What are the major differences between producing and managing newsletters vs. magazines?

Newsletter publishing relies exclusively on circulation for revenue. There is no advertising, and list rental is minimal. Ninety-five percent of our revenue comes from circulation/direct marketing so it is critical that we maximize our return on investment by utilizing the most profitable circulation marketing mix throughout the life of the product.

Another important point: because our products are closely tied to application-specific software, i.e. *The 1-2-3 for Windows Report*, *The Ami Pro Report*, *Do It with Microsoft Office*, our success is tied to the success of the software product. If, for example, Lotus experiences a soft market in a particular area, which is currently happening with its Ami Pro word processor, it affects us in two ways. First, the number of orders coming in through the card-in-the-box channel drops off because there are fewer boxes being sold. Second, the number of new names coming in on the Lotus Development database for that product also decreases, leaving us with fewer qualified prospects.

Do you work with other IDG offices?

Yes, and I welcome the opportunity to work with any IDG business unit to either help them set up their own newsletter operation, or preferably to take advantage of the economies of scale we have put in place by working with them on a contract publisher basis to launch their newsletters. We are also negotiating with several international IDG offices to license our editorial material.

How do you envision the division changing over the coming years?

The charter of this group is to launch newsletters and, over the next five years, that is what we will do. We will launch newsletters in every conceivable market as long as it makes financial sense to do so. In FY95 our revenue mix is 75% from newsletters, 25% from ancillary products (videos, books, etc.). Next year at this time I would anticipate that newsletters will account for a minimum of 90% of our revenues.

We will expand more into online publishing. We have already ventured into this area with *The Notes Report Online* using Lotus Notes as the delivery vehicle. Eventually we will publish all our newsletters via Notes. We are working with **Jonathan Epstein**'s group, PC World New Media, to publish our newsletters on America OnLine and CompuServe.

Are you planning any new launches?

Most definitely. We have established three distinct brands that we will expand upon: *Do It with* is positioned to the "average" user, offers tips and techniques specific to the application; the *Developers' Exchange* line offers more technical publications for applications developers and programmers; and *Reports* are positioned to the more sophisticated user.

By March we will have a newsletter devoted to every Windows Suite/Office. This includes Lotus SmartSuite, Microsoft Office/Windows and the Novell PerfectOffice. We will also expand our *Exchange* for developers and/or MIS professionals, and we will venture into Apple/Macintosh territory. By this summer, we will have a minimum of 12 newsletters in our portfolio and, IDG Executive Committee willing, we will add another five or six newsletters by the end of this fiscal year.

This level of activity is only possible because of the very experienced group of publishing professionals in this division. With **Joe Pierce** as vice president of business development, **Jacqueline Migell** as director of circulation and marketing and **Carolyn Copp** as director of sales and marketing, along with our exceptionally strong editorial, circulation and marketing departments, PC World/ IDG Newsletters will be the dominant newsletter publisher in the very near future. By this time next year, you'll be asking yourself, "Wasn't there a newsletter publishing company named Cobb — or was that a baseball player?"

SPOTLIGHT

IFTW Adds Books to Its Product Line Up

Building on its success in publishing magazines for gaming enthusiasts, Infotainment World last year established a book division that offers a growing assortment of guides to the most popular video and computer games. ***Ron Resnick****, vice president and publisher, discusses his division's activities.*

REBECCA PATTON

IFTW BOOKS' TEAM IS CHALLENGING THE MARKET'S CURRENT LEADER. *(BACK ROW, l-r:) Publisher and Vice President* ***Ron Resnick****, Distribution and IS Manager* ***Mike Kelley****, Operations Specialist* ***Betty Aguirre****, Senior Editor* ***Willem Knibbe*** *and Book Editor* ***Dan Brodnitz****. (Front row, l-r:) Managing Editor* ***Christine Zender****, Sales and Marketing Coordinator* ***Nazy Farhang*** *and Assistant Production Manager* ***Helen Bruno****. (Not pictured: Operations Manager* ***Lynne Kavish****)*

Q When was the Infotainment World Books division launched, and what is the division's mission?

A Infotainment World Books was formally launched in April 1994 when Infotainment World President **Patrick Ferrell** decided that selling books would be a natural extension for the company. In 1994 we tested the market with the release of three strategy guides, *NBA Jam*, *Street Fighter II Turbo* and *Mortal Kombat*.

The division's mission is to extend IFTW's charter to be the leading source of information on interactive entertainment products and services to include book publishing.

What types of books does your product line include?

The product line encompasses players guides for all types of video and computer games, including role-playing, fantasy, adventure, action and sports games. We are also publishing a book called *Primal Rage,* based on a popular arcade game, as well as making a foray into the CD-ROM market with a Macintosh share ware product.

What titles have been published, and what titles are in the works?

The division has published and shipped close to 10 titles including major hits like *Final Fantasy III*, *Microsoft Golf version 2.0: The Authorized Guide* and *Mortal Kombat II Official Players Guide*. This month we plan to release seven additional titles.

For FY95 we have a total of 35 titles in the works including the *Dark Forces Official Players Guide* and *King's Quest VII Official Players Guide.*

How do you work with your publishing partners?

Our partners are a critical component for us in licensing the rights to publish a book based on a game title. We work aggressively with companies like LucasArts, Microsoft, Electronic Arts, Sierra and Activision to enter into licensing agreements. Unlike our competition, our policy is to only publish a book when a licensing agreement has been granted.

Who are your primary competitors?

We are facing stiff competition because we're a new entry into a category that's been dominated by one company — Prima Publishing. We feel that IFTW Books' talented group is a strong contender, though, particularly because we believe that our books are of superior quality at competitive prices and are based on the leading game titles in the market.

What is your relationship with IDG Books Worldwide?

We entered into an exclusive sales relationship with IDG Books because we wanted the most professional and talented sales force with a proven track record and they fit the description. IDG Books represents our books and makes them part of their product line. Infotainment World Books can be found at Electronic Boutique, Software Etc. and Waldenbooks, among others.

What activities are planned for the next six months?

In terms of day-to-day activities we are working to improve all of our internal procedures to ensure that everything flows smoothly and efficiently. We are planning a publicity campaign at the upcoming Electronic Entertainment Expo (E3) in Los Angeles this May.

Ron Resnick, VP and publisher
Infotainment World Books
951 Mariner's Island Blvd., Suite 700
San Mateo, Calif. 94404
tel: 415-286-2575 fax: 415-349-7697

IDG HR UPDATE

Jan./Feb. 1995

YOUR HUMAN RESOURCES NEWS SOURCE

1995 Opinion Survey Provides Forum for Employee Feedback

The IDG Employee Opinion Survey will be distributed to business units the week of February 13. We need your input!

The Employee Survey provides a venue for every employee to share views and opinions anonymously. The depth and breadth of creative ideas shared by employees is invaluable to IDG and the individual business units. Many employee suggestions are investigated, and a significant number of ideas are implemented.

The 1995 Employee Opinion Survey asks employees to comment on how the organization is doing in meeting its goals in a number of topic areas, or "factors." The factors include: *IDG, Benefits, Training, Business Unit Image, Business Unit Management, Growth Potential, Supervision, Performance Management, Compensation* and *Work Environment.* The survey examines employee perceptions of specific benefit programs, and how employees feel about job satisfaction. There is an opportunity to expand on areas raised in other parts of the survey, or to comment on issues not addressed elsewhere in the survey, through the open-ended questions at the end of the survey.

> *Data collected from the survey provides direction to the corporate staff and a gauge of employee interest in various benefit areas.*

So why should you take the time to participate in the survey? Will it really change anything? Historically, the IDG Employee Opinion Survey process has significantly influenced change. For starters, comments from previous surveys and employee focus group sessions told us to take a look at the actual survey document. These suggestions resulted in the redesign of the 1994 Employee Opinion Survey. One significant enhancement was grouping questions by factor. By grouping questions together by factor, survey participants can concentrate on one area at a time and understand each question more easily. To provide further clarity in the survey, many individual questions were reworded, while redundant and "double negative" questions were eliminated. Additional factors, such as work environment, were added and provided new data on an untapped dimension of workplace satisfaction.

Not only was there change in the document itself,, but questions raised in the *Benefits* factor have resulted in enhancements to our benefits package over the years. The most recent is the Prescription Drug Card program. Other programs ranging from the 401(k) Plan, to Well Baby Care, to Spousal Equivalent coverage were researched and implemented primarily because of employee feedback. Employee recommendations that are logistically feasible, and economically possible, are investigated, and those of merit are implemented. Data collected from the survey provides direction to the corporate staff and a gauge of employee interest in various benefit areas.

Training is another area that has undergone evolutionary change. Employee input has led to the creation of he Man-

• CONTINUED ON THE BACK •

HOW MUCH DO YOU KNOW ABOUT THE EMPLOYEE OPINION SURVEY?

1. When did IDG launch its first Employee Opinion Survey?

a. 1964 b. 1967
c. 1976 d. 1982

2. Which large business unit (greater than 25 employees) had the highest Employee Survey participation rate in 1994?

a. PC World b. Macworld
c. InfoWorld d. IDC

3. Which small business unit (fewer than 25 employees) had the highest Employee Survey participation rate in 1994?

a. Electronic Marketplace Systems
b. IDG List Services
c. IDG Research Services
d. International Publishing Services

4. What percentage of IDG employees participated in the '94 Employee Opinion Survey?

a. 56% b. 68%
c. 74% d. 81%

5. Employee Opinion Survey summary reports are reviewed by:

a. Corporate HR
b. IDG Executive Committee
c. Business unit presidents
d. All of the above

(ANSWERS ON THE BACK)

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Prescription Drug Program Offers Big Savings

IDG recently announced the addition of a Prescription Drug Card Program to the IDG Health Plan administered by John Hancock. This new program allows participants in the IDG Health Plan to fill prescriptions for a small copayment at an extensive list of participating network pharmacies. There are no deductibles.

To receive this benefit you must present your prescription drug card to the pharmacist at the time you fill your prescription. These cards are provided to us by PCS, a third-party vendor. The copayment is $10 for brand name drugs and $5 for generic drugs. You may fill prescriptions for up to 30 days at a time. There are no claim forms to file and no additional payments. It's that easy!

Another helpful feature is an option allowing employees to fill prescriptions through mail-order, which is particularly convenient for maintenance drugs. You may fill prescriptions for up to 90 days at a time and pay the same copayments as above. Birth control prescriptions are included in the program. The mail-order feature and the copayment levels will result in significant savings for many employees.

The cards, and accompanying additional information, were distributed to employees over the last couple of weeks.

Your local Human Resources department is ready to assist if you need more information or have a question regarding the Prescription Drug Card Program.

SURVEY

continued from the front

agement Publishing Institute (MPI), the many sales training programs, the international training initiatives, executive forums, and a considerable part of the East Coast and West Coast Collaborative Training programs.

Business-unit-specific training has also been implemented as a result of survey feedback. This has included team building training, enhanced orientation programs, formal mentoring programs, functional training and even collaborative efforts with local colleges and universities. IDG is following through on its commitment to "invest in its employees through training," one of the 10 Corporate Values.

It is worth noting that communications have improved in a variety of ways as a result of employees' comments from the survey. Some units hold periodic "town hall" or departmental meetings, while other units use E-mail as a means of distributing information. Many units are distributing meeting minutes to employees. All of these communication enhancements are aimed at making employees more knowledgeable and as a result more productive at work.

These are just a few examples of positive actions that have resulted from the survey. The IDG Employee Opinion Survey is your process. You can help make your workplace a more satisfying, enjoyable and rewarding place to work. Please take responsibility for making the survey, and your company, even more successful in 1995!

Employee Opinion Surveys are due March 1.

Survey Quiz answers

1. c 2. a 3. b (100%!) 4. d 5. d

ASK HR

Q In response to employee surveys, management must produce an action plan for Human Resources and the IDG Executive Committee that addresses the problems existing within their units. As part of the process, isn't management obligated to address those issue with employees? If not, why?

A The action plan is not for the Executive Committee or Human Resources. It is for the employees of the business unit and intended to improve management and operating practices resulting in greater success of the operation. That happens with customer dialogue in the marketplace and employee dialogue inside the operation. Managers should discuss the issues at hand with their employees and most do. Human Resources encourages managers to hold these meetings. The best meetings are focused on how the group, working as a team, can make things better for itself in the future. That requires managers and employees to contribute to the process and be responsible partners, accountable to each other.

IDG HR UPDATE

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HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Tel: 508-875-5000, Fax: 508-935-4600.

IDG Job Opportunities Update
Monday January 30, 1995

PART TIME PARALEGAL (IDG)
The individual in this position will provide general assistance to corporate and trademark legal matters. Responsibilities will include routine correspondence with outside counsel. Attention to detail and strong PC skills are necessary.

INTERNATIONAL SALESPERSON (WEC)
This position involves direct sales activity to U.S. companies exhibiting in overseas tradeshows and expositions. Successful candidate will support selected IDG tradeshows and participate in the development and execution of international sales and marketing plans for all WEC trade shows. A minimum of 10 years direct sales experience in high technology IT markets and a strong international background required. Multilingual skills (European/Asian) preferred. Travel required.

SYSTEMS ENGINEER / ONLINE SERVICES (NW)
The individual in this new position will be responsible for all hardware/software systems development and implementation and maintenance for the Internet-based online information services. Candidate will have a solid background and understanding of networking with TCP/IP, knowledge of UNIX response mechanisms, and significant experience with multiple UNIX environments such as AIX, Solaris and Berkeley Software Development.

PRODUCT MANAGER / ONLINE SERVICES (NW)
Network World is seeking a product manager to lead development and implementation of new Internet-based online information services. Ideal candidate should have prior product/project management experience in a publishing, software or online systems environment. Strong interest for Internet publishing and electronic commerce preferred.

MAILROOM SUPERVISOR (NW)
The individual in this position will be responsible for the management of all mail/shipping needs for Network World. Duties include posting and distributing all outgoing mail and courier packages and processing freight and various vendor bills for Network World. Individual will provide general office assistance as needed.

PR COORDINATOR (IDG/B)
The individual in this position will assist with press announcements, press releases, press kits and follow up calls. Duties will also include coordinating author communications. Four year degree plus 2 years experience in PR or marketing communications, preferably in high tech or trade publishing preferred. Excellent communication and project management skills essential. Knowledge of the Mac a plus.

BRAND MANAGER (IDG/B)
The Brand Manager will be responsible for the flow of marketing information between the individual business unit and central services. Individual will create product plans, determine market needs, participate in pre-sales planning, generate marketing materials, create special promotions and maintain contact with authors and bookstore customers. College degree and a minimum of 3 years experience in the book publishing industry required.

PROJECT EDITOR (IDG/B)
The ideal candidate should be a skilled editor of technical computer manuscripts who is capable managing and guiding authors, manuscript editors, technical editors, copyeditors and proofreaders. Excellent communication and organizational skills are necessary. Knowledge of the computer industry preferred.

ASSISTANT TO THE EDITOR-IN-CHIEF (PCW)
Individual will provide administrative support for the Editor-In-Chief and for the department as needed. A minimum of 2 years secretarial experience, preferably in a publishing environment necessary. Superior writing, organizational, communication and analytical skills required. Must have IBM PC or compatible experience. Proficiency in DOS essential.

EXECUTIVE EDITOR, NEWS (PCW)
The individual in this position will supervise news and new product coverage in the Top of the News and New Products section. Candidate will represent PC World and its editorial mission to readers, advertisers and the PC industry. Requires comprehensive, in-depth knowledge of the current PC market. Excellent organizational, management and communications skills necessary. Degree in English or Journalism or equivalent experience required. Minimum of 5 years editorial experience necessary.

PRESIDENT & CEO (EMS)
Ideal candidate will provide strategic leadership and build the profitable business of providing on-line services that will allow buyers of Information Technology products to issue electronic requests resulting in the on-line purchasing from re-sellers and manufacturers. Leadership and management skills are necessary. Experience within a start-up environment and on-line service experience required.

IDG Job Opportunities Update
Monday January 30, 1995

VP, NEW TECHNOLOGY & PLATFORM DEVELOPMENT (EMS)
This position will define and maintain EMS' technology and platform development strategies. Individual will maximize EMS' opportunity to cost-effectively host its services on all major platforms, including Web/HTTP/Internet. Management skills required. Experience with on-line services and various operating platforms necessary.

CONTROLLER (EMS)
This position will define and maintain billing and control requirements for on-line transaction processing. Candidate will develop and manage department resources within budget. Position requires the ability to conceptualize and communicate new financial processes. Strong communication skills and management experience are necessary. A minimum of 5 years experience in finance and accounting management required. CPA a plus.

USER INTERFACE ENGINEER (EMS)
Candidate will design and develop GUIs (user screen, icons and navigational mechanisms). Individual will work closely with sales, marketing and content acquisition groups to ensure that the finished product meets customer needs. A minimum of 3 years experience developing GUIs for client server applications using V-Basic or similar procedural languages necessary. BA in CS, EE, or technical discipline or equivalent experience required. Prior publishing or on-line service industry experience a plus.

PRODUCT MANAGER, AT & T ON-LINE PUBLICATIONS (EMS)
Candidate will serve as the primary point of contact between EMS and IDG business units regarding the development of branded on-line services on the AT&T On-Line platform. This position requires 5 years experience with computer industry trade publications as an editor and/or creative director. BA in a relevant discipline necessary.

TECHNICAL PROJECT DIRECTOR (EMS)
The individual in this position will manage the AT&T development activities to ensure the Cybermart on-line buying service can achieve full commercial launch. This position requires demonstrated achievement with 10 years experience in progressively responsible software development. Detailed technical knowledge of on-line transaction processing and database applications essential. BA in CS, EE or a technical discipline or equivalent experience required.

LAN / NETWORKING MANAGER (EMS)
Successful candidate will spearhead the refinement and enhancement of the current LAN-based computing infrastructure, including the production network required to support EMS's mission critical content acquisition, formatting and uploading operations. A minimum of 5 years as a LAN/Network administrator or IS manager required. Detailed knowledge of UNIX, TCP\IP LAN's and other Internet protocols necessary. BA in CS, EE or technical discipline or equivalent experience necessary.

GRAPHICS SPECIALIST (EMS)
The individual in this position will convert and edit graphic source files for appearance and formats required for electronic publishing. A minimum of 2 years experience using software for both Windows and Mac platforms required. Candidate must have experience converting graphics and using scanners. Excellent communication skills necessary.

CONTENT DEVELOPMENT SPECIALIST - 2 POSITIONS (EMS)
There are two positions available - one focusing on Publication Content, and the other on Seller Content. Both will format and index text documents, spreadsheets and graphical data. Duties will include preparing documents for on-line presentations. PC skills necessary. Excellent communication skills essential.

QUALITY ASSURANCE MANAGER (EMS)
The individual in this position will manage software quality assurance testing and data upload and quality control on the on-line system. Candidate will develop procedures for hyper linking and testing data. Duties will include supervising the quality assurance process. This position requires a strong interest in emerging information technology and new products. PC skills a must.

CUSTOMER SUPPORT MANAGER (EMS)
The successful candidate will develop support procedures and feedback mechanisms for providing information to other departments and specifications for tracking support calls and internal reporting. Individual will create and maintain all documentation related to customer support. A minimum of 3 years customer support experience, preferably in an IT environment, preferred. Strong PC skills required.

IDG Job Opportunities Update

January 30, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Paralegal	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Manager	Framingham, MA	S. Brown	(508)935-4099
IDG	Executive Assistant	Framingham, MA	S. Brown	(508)935-4099
IDG	IS Manager	Boston, MA	M. Neece	(617)534-1252
IDG	Senior Tax Accountant	Framingham, MA	L. Connolly	(508)935-4791
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG	List Brokerage Manager	IDG List Services, Natick, MA	M. Cornetta	(508)935-4734
IDG	Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/MSD	Executive Sales Assistant	Stamford, CT	P. Fowler	(508)935-4796
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Jones	(415)676-3029
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	International Salesperson	San Mateo, CA / Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, Corporate Communications	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Supervisor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Conference Telesales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099
WEC	VP & General Mgr., IT Desktop	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mailroom Supervisor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Senior Reporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Market Research Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	S. Brown	(508)935-4099
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Internship, Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Sr. Analyst, App. Dev. Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	P/T Administrative Assistant, Pub.	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Unix Software	Framingham, MA or Mt. View, CA	D. Miller	(508)935-4133
IDC	Sr.Rsch. Analyst, Leasing Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Graphic Design Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	East Coast Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, LAN	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC/TIS	Executive Assistant	Framingham, MA	S. Brown	(508)935-4099
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
CWI	Sales Associate	Rochelle Park, NJ	T. O'Connor	(508)820-8566
CWI	Managing Editor, Custom Publications	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
TMP	Reviews Editor / DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
IW	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Test Developer	San Mateo, CA	S. Barnes	(415)525-3464
IW	PC Support Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Senior Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (4)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	PR Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Braintree/ Foster City/ Indianapolis	J. Maroney	(317)895-5222
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant to the CEO	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City, CA / Indianapolis, IN	P. Levenduski	(415)655-3015

IDG Job Opportunities Update

January 30, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Project Editor	Braintree/Foster City/Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Accounts Payable / Contracts Clerk	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copyeditor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Associate Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Direct Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Foreign & Subsidiary Rights Dep't Asst.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mailroom Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
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IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
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IDG/B	P/T Merchandisers	Boston, MA	P. Levenduski	(415)655-3015
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IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
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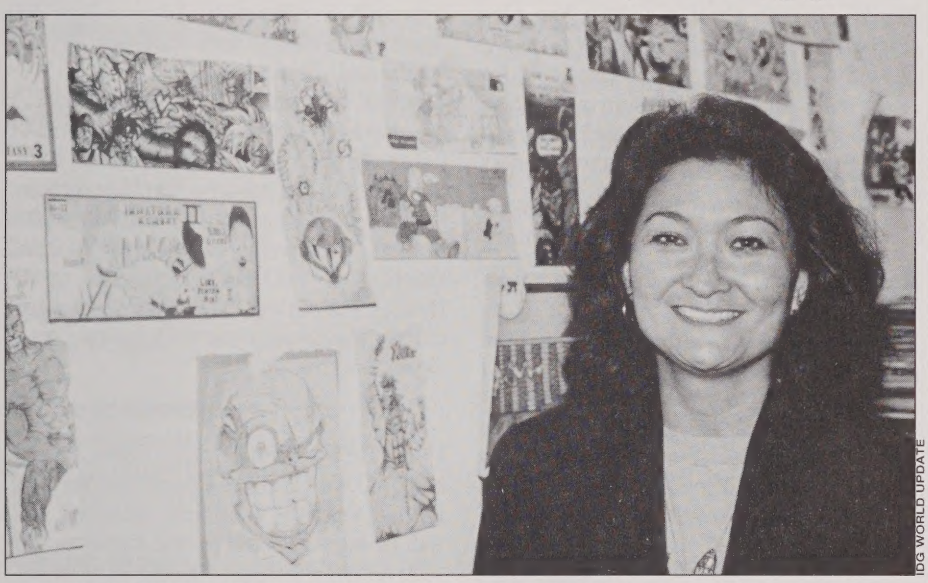
IDG/B	Systems Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisition Editor	Indianapolis, IN	J. Maroney	(317)895-5222
EMS	President & CEO	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	VP / New Technology & Platform Dev.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Controller	San Mateo, CA	C. Neumann	(415)312-0501
EMS	User Interface Engineer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Product Mgr., AT&T On-line Pub.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Technical Project Director	San Mateo, CA	C. Neumann	(415)312-0501
EMS	LAN / Networking Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist (2)	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Quality Assurance Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Customer Support Manager	San Mateo, CA	C. Neumann	(415)312-0501
PCW	Assistant to the Editor-In-Chief	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Business Manager	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Assistant to the President / New Media	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Producer, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Editor-In-Chief, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW/MMW	Associate Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW/MMW	P/T Administrative Assistant	Rosemont, IL	V. Bonney	(708)827-4439
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/NC	Circulation Coordinator	Boston, MA	L. Connolly	(508)935-4791
PCW	Assistant Editor - Lotus Edition	Boston, MA	L. Connolly	(508)935-4791
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Administrative Assistant (3)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Marketing Assistant	San Francisco, CA.	C. Koral	(415)974-7309
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Account Executive	San Francisco, CA	S. Young-Saluti	(415)975-2624
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
IMI	Assistant Editor / Publish	San Francisco, CA	F. Lee	(415)267-1722
IFTW	Associate Editor / E2	San Mateo, CA	F. Paul	(415)286-2550
IFTW	National Ad Director / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Editor-in-Chief, New Trade Publication	San Mateo, CA	C. Yam	(415)286-2546
IFTW	National Ad Director, New Trade Publ.	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Circulation Manager, New Trade Publ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525

ON THE JOB

Reader Artwork Brightens the World for IFTW's Kathy Skaggs



IDG WORLD UPDATE

READER DRAWINGS, KNOWN AROUND INFOTAINMENT WORLD AS "ENVELOPE ART," *adorn the walls of* ***Kathy Skaggs****' office. Each month, readers are invited to send in illustrations, and GamePro's editorial and design staffs choose the best of the more than 500 entries for the "GamePro Gallery" feature. Originally envelopes were the canvas of choice. Today, the drawings arrive on a variety of paper, but the name has stuck.*

There are a few things that distinguish *GamePro* and *SWATPro* Assistant Managing Editor **Kathy Skaggs**' work environment from that of most editors'. First, video arcade machines just outside her door are convenient stress relievers for her and her Infotainment World colleagues. Second, her office walls aren't adorned with refined Old Masters prints — they're covered floor to ceiling with colorful drawings of video game characters submitted by loyal subscribers.

"Kids are interactive with our magazines — they feel like they have an ownership — and that's really exciting," said Kathy, who draws some of her energy from the enthusiasm of her readers.

During the course of a day, which Kathy said can never be characterized as "typical," her responsibilities range from being involved in any phase of the editing cycle to interacting with the production and design departments. Following the schedule set up by Managing Editor **Janice Crotty**, Kathy tracks manuscripts through the production process and also works with the designers to make sure there's appropriate art for the articles. She also checks the film house's color indicators for the pages and the blue lines for final proofing.

"Because we have such design-intensive magazines, colors are so important," she said. Kathy often has to pull the writers away from their reviews and features to verify color consistency and ensure that a game screen is accurately represented on the printed page.

Amid all the pressure of coordinating two monthly market-leading publications, Kathy marvels at how well everyone works together. "It's really rare to be at a magazine where editorial, production and design communicate so well. This is an environment where individuality can shine, but there's also a strong sense of teamwork."

Kathy said she can't imagine being part of company other than Infotainment World. "Besides, I wouldn't want to be any place where I didn't have the freedom to decorate my walls with stuff like envelope art!"

CALENDAR

DEMO '95
(InfoWorld)
February 5-8
Indian Wells, Calif.
Contact: Lia Lorenzano
Tel: 800-227-8365

IDC LATIN AMERICAN RESEARCH SUMMIT
February 7-9
5 Speen St.
Framingham, Mass.
Contact: Lisa Bloom
Tel: 508-935-4236

IDG EUROPEAN MANAGERS MEETING
February 9-11
Hotel Arts Barcelona
Barcelona, Spain
Contact: Marion Kibbee
Tel: 617-534-1207

IDG GLOBAL SUMMIT
(MSD)
February 22-25
Princess Hotel
Scottsdale, Ariz.
Contact: Jennifer Rizzo
Tel: 617-534-1258

MACWORLD EXPO/TOKYO
(IDG World Expo/Japan)
February 25-28
Makuhari Messe
Chiba, Japan
Contact: Setsurou Tamai
Tel: 81-3-5276-3751

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees. Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

KING

Janet King has been promoted to director of marketing/research for IDG Research Services. In addition to handling her existing research-related responsibilities, Janet will oversee the division's newly created marketing function which will involve developing and implementing a marketing plan, producing marketing and promotional materials and assisting with new business. "Janet brings tremendous energy and enthusiasm to this new role," said Research Services President **Kathy Dinneen**. "I know she will do a great job promoting the group's capabilities and opening up new business opportunities."

IDG WORLD UPDATE

TREASURE

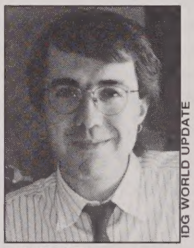
Alison Treasure has been named editor-in-chief at *PC World Hong Kong*. Alison, a native of the U.K., joined IDG Hong Kong in July 1992 as features editor for the about-to-be launched *PC World*. In her new role, Alison will have overall responsibility for managing the day-to-day operations of the publication, oversee the seven-person staff and contribute the occasional feature. "Alison is constantly striving for excellence," noted IDG Hong Kong Co-Managing Director **Micaela de Almeida**. "She is a great team player and well respected by all her peers for her enthusiasm, professionalism and dedication. We are confident she will continue to improve the publication further, both in terms of content and appearance."

NEW EMPLOYEES

Macworld has hired **Matt McAlister** as an associate research analyst. Matt, who comes to *MW* from Amdahl Corp., will be working on an Internet software project. Matt received a BA in history from the University of California/Los Angeles.

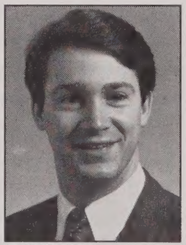
Also new to *MW* is national account manager **Cynthia Ramsey**, who is overseeing New York and the mid-Atlantic area. For the past three years, Cynthia was eastern advertising director for *MacWeek* and *MacUser*. She has also served as western ad director for *Mac Today* and as an account manager for *Macworld*. She has a BS in marketing from Virginia Commonwealth University and enjoys skiing, tennis and country dancing.

Roni Walker is a systems support consultant for IDG's IS Department. Roni will be based at Multimedia World to provide financial system support to IDG's West Coast business units. Roni has a BS in CIS from California State University/Hayward and counts snow sports, water skiing and the adopt-a-pet program among her outside interests.

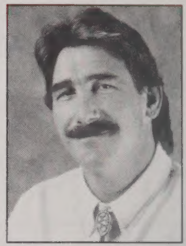

IDG WORLD UPDATE

TAYLOR

Neil Taylor has joined *PC World Hong Kong* as a features writer. Originally from the U.K., Neil has been in Hong Kong for three years and was previously a free-lance writer. He earned a degree in journalism from East Surrey College in England and enjoys "socializing and occasionally getting some sleep" when not in the office.


DOOLEY

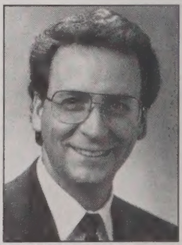
Richard Dooley is a research manager for IDG Insurance Services. Previously director of corporate strategy for Massachusetts Mutual Life Insurance Co., Richard has a BS in finance from Fordham University and an MBA from the University of Connecticut. He is a part-time professional magician and serves as national treasurer for the Society of American Magicians. His free time is occupied by his 20-month-old daughter Kaitlin.


HAYES

Computerworld welcomes back **Mitchell Hayes** as a senior designer. His newly created position will encompass the design and communications processes for the publication's News and Technical sections. Mitchell originally joined *CW* in 1983 as a paste-up artist and was eventually named graphics editor. He left the company in 1987 to become graphics director for *The Sun* in Lowell, Mass. Mitchell attended Montserrat College of Art and teaches a magazine design class at the Boston University School of Communication. He enjoys time with his two sons, skiing and biking.

Patty Reilly-Lemire is the newest member of IDG's Human Resources Services Division. Patty is an HR manager who will be based at IDG World Expo to provide dedicated support there. Patty brings 10 years of experience from Data General where she most recently served as an HR generalist. She received a BS in management from Central New England College and an MBA from Assumption College. Patty is also an ACA certified compensation professional.

Helen Bruno is the assistant production manager for Infotainment World Books where she will oversee book designs and do pre-press preparation. Helen was most recently assistant art director/graphic designer for Sybex and earned a BFA in graphic design from the Academy of Art College. In her free time Helen enjoys backpacking, yoga, reading and drawing.


RENBARGER

Randy Renbarger is communications manager for ExecuTrain. Formerly a senior account executive at the Crescent Communications, Randy has a BA in public relations/communications from the University of Michigan and enjoys photography.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Rainer Oberländer - IDG Germany

EIGHTEEN YEARS
Birgitta Wistmar- IDG Sweden

FOURTEEN YEARS
Joanne Boiardi - Computerworld

THIRTEEN YEARS
Edelgard Hartwig - IDG Germany
Kazuhiro Hara - IDG Japan
Renée Pierce - IDG

TWELVE YEARS
Beverly Wolff - Computerworld
Andreas Förth - IDG Germany

ELEVEN YEARS
Donna Sparrow - IDC
Gérard Adamis - IDG France
Paula Foss - Computerworld

TEN YEARS
Patricia White - Computerworld
Paul Bonarrigo - Macworld
Elizabeth Sutton - IDG Mexico

EIGHT YEARS
Paul Mercer - Network World
Kathryn Taplett - Computerworld
Ney Ramirez - IDG Venezuela
László Varga - IDG Hungary
Dorothy Pratt - IDC Australia

SEVEN YEARS
Janet Parks Swanson - InfoWorld
Laura Brady Sears - IDG
Gregg Pinsky - Computerworld
Catherine Sukkarie - IDG France
Eric Ochs - IDC France
Judy Garcia - IDG Venezuela
Linda Fielding - IDC U.K.
Barbara Urbaniak - IDG Germany
Alexandre Barros - IDG Brazil
Francisco Castillo - IDG Mexico

SIX YEARS
Donna Kirkey - Network World
Tibor Mészáros - IDG Hungary
Fernando Silva - IDG Brazil

FIVE YEARS
Victor Garza - InfoWorld
Cheryl Davis - CIO
Johan Beer - IDG Sweden
Györgvi Birkus - IDG Hungary

FOUR YEARS
Izumi Okamoto - Macworld Japan
Isabelle Dumonteil - IDG France

THREE YEARS
Debi Temple - IDG
Lynn Palmquist - CIO
Gérard Bidal - IDC France
László Horváth - IDG Hungary
Daniel Garcia - IDG Mexico
Stefanie Fleckenstein - CW Switzerland

TWO YEARS
Christina Maguire - Computerworld
Colin Crawford - Macworld
Jason Douglas - Macworld
Doreen Engelmann - Macworld
Karl-Henry Martinsson - IDG Sweden
Carmie Granil - IDG Hong Kong
Snezana Dejanovic - IDG Germany
Kriemhilde Klippstätter - IDG Germany
Tricia Reynolds - IDG Books
Victor Perez Bravo - IDG Mexico
Monica Rodriguez - IDG Mexico
Ximena Tobi Gutierrez - IDG Argentina
Alberto Sansalone - IDG Argentina
Kelly Lynch - Infotainment World

ONE YEAR
Susie Su - InfoWorld
Jerry Burger - Electronic Marketplace Sys.
Peter Gaylord - Electronic Marketplace Sys.
Gloria Marrero - LINK Resources
Michael Ryan - IDC
Patrick Hall - IDC
Wim Gijsse - IDG Netherlands
Pam Shelly - IDG Books
Gregory Morland - Network World
Cathy Garland - IDG
Alaine Kvedaras - InfoWorld
Philip Sim - IDG Australia
Elizabeth Sikorovsky - FCW Group
Mara Cecilia Pluma - IDG Mexico
Johanna Miketta - IDG Germany
Dagmar de Aquino - IDG Germany
Daniela Götz - IDG Germany

CHAIRMAN'S ACHIEVER

Angele Boyd, director of IDC's Printer Program, has successfully differentiated her program from the competition through the use of primary research and a strategy to continue the program as a single entity covering all related technologies through a CIS service.

The fruits of her efforts are highlighted by IDC outranking Dataquest as the market's No. 2 supplier of printer information and gaining share on the market leader, BIS.

IDC Senior Vice President **John Gantz** credits Angele with "executing breakthrough research in network printing, printer distribution to consumers and color laser printers," as well as "leading the program to outstanding revenue growth and profit in 1994 and supporting over $500,000 in printer consulting."

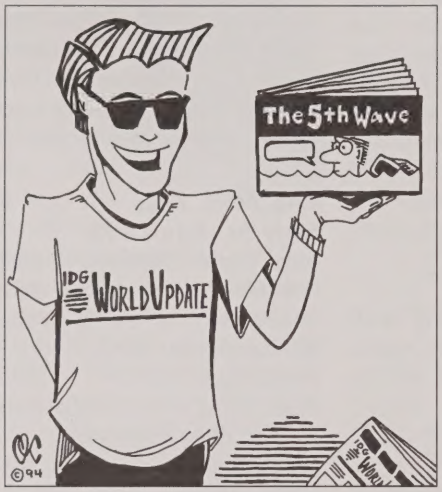
IDG WORLD UPDATE
BOYD

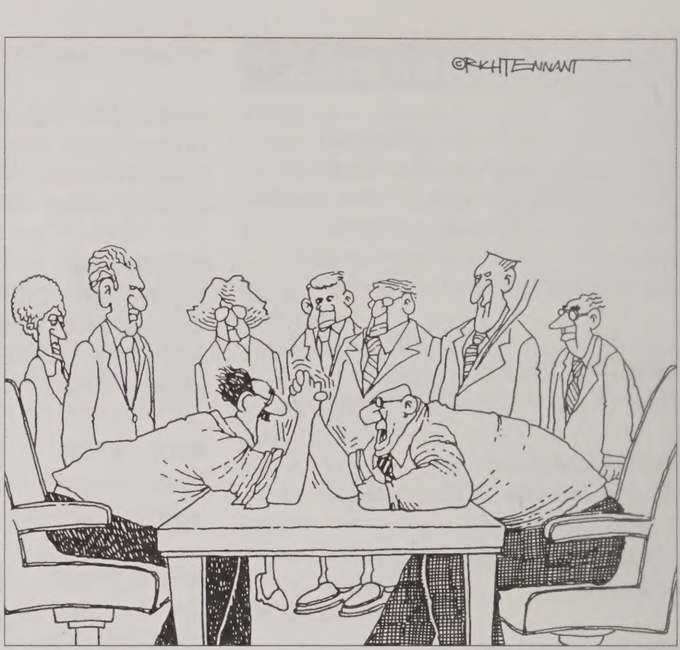
Angele has also managed to build a top team of analysts and to support the printer research initiative in Europe, Latin America and Asia/Pacific.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

OFF LINE

It's that time again!





Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Feb. 21. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *The 5th Wave.* Honorable mention winners will receive an IDG World Update key chain or pencil sharpener. Fax your creations to 617-423-0712 or E-mail to BusinessTalk box P.Smith, P.Winn or S. Noyes.

Have fun!

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 6

February 6, 1995

IDC ESTABLISHES FIRST INDEPENDENT SUBSIDIARY IN LATIN AMERICA
PAGE 2

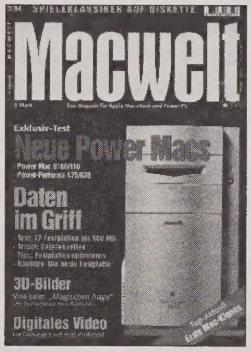
COMPUTERWORLD TEAMS UP WITH APPLE COMPUTER TO HONOR INNOVATORS
PAGE 2

GLOBAL FELLOWSHIP PROGRAM FOSTERS INTERCOMPANY KNOWLEDGE TRANSFER
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Germany's *Macwelt* Dominates the Market



Against the backdrop of Apple's growing popularity in the German computer market, *Macwelt*, IDG Germany's monthly magazine for users of Apple products, recently claimed the top spot in the country's Macintosh magazine market.

According to the most recent circulation audit statement, the total sold circulation for *Macwelt* increased to 46,886 in the fourth quarter of 1994, a 5.9% increase over the previous quarter. Subscriptions during the same period also enjoyed a 9.7% increase from 11,516 to 12,642, according to the ABC audit.

The publication, which turns five this April, targets high-end professional users of Macintosh products, a group that is growing steadily in Germany. In 1992, Apple's share of the German market was 3.6%, according to figures supplied by Dataquest. In 1993, that figure rose to 4.8% and last year Apple owned a 6% share of the market.

According to *Macwelt* Marketing Communications Manager **Christian Boden**, *Macwelt*'s success boils down to one very basic IDG tenet: "We conduct readership studies, we always listen to our readers, and they just like our magazine!" 🖳

MACWELT SALES JUMPED 5.9% FROM THE THIRD TO FOURTH QUARTER OF 1994

Macwelt	Q3 1994	Q4 1994
Print order	70,960	78,100
Total circulation	45,910	47,526
Total sold circulation	44,274	46,886
Newsstand sales	31,541	32,996
Subscribers	11,516	12,642

PCW Brasil Penetrates Emerging Market

Following on the heels of one of its most successful circulation promotions, *PC World Brasil* last month announced its partnership with the *Jornal do Commércio*. The agreement between the two publishing partners gives the newspaper a cut rate on subscriptions to *PC World,* which it then offers as a free premium to subscribers.

PC WORLD
MULTIMÍDIA
100

The *Jornal* is the largest daily newspaper in the state of Pernambuco, in the northeast part of Brazil, and one that does not offer its own weekly IT supplement. These supplements represent the heftiest competition for computer publications in Brazil.

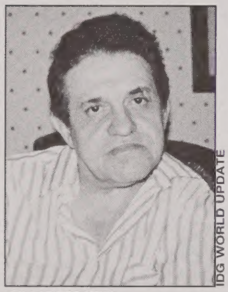
PCW Brasil is a pioneer in forging such relationships in the Northeast, an area of the vast country that is only

• CONTINUED PAGE 5 •

IDC Sets Up Latin American Subsidiary

Brazilian office will track activity in region's largest IT market

The opening of IDC Brazil, IDC's first subsidiary in Latin America, will provide IDC and its clients with increased access to the region's single largest IT market. Although Brazil represents over 40% of Latin American IT spending, IDC Brazil is currently the country's only source of IT research. The company has a charter to support IDC's regional and country-level research activities for ongoing and custom projects.


IDG WORLD UPDATE

MARTINEZ

Working out of the IDG office in Rio de Janiero, Research Director **J.P. Martinez** has overseen all IDC activities in Brazil since 1988. He will now work with a staff of five analysts in São Paulo. Martinez's extensive IT background has included serving as editor of *Computerworld Brasil* and founding *Informatica Hoje*, a weekly paper dedicated to the data processing industry.

Eric Prothero, manager of IDC Latin American Research, has just finished a three-month stint in São Paulo in a coordinated effort to get the operation up and running. Prothero and **Paul Pastrone**, director of IDC Latin American Research, will work closely with Martinez to build Brazilian business. According to Prothero, IDC decided to open an independent office to take better advantage of opportunities and position itself in the evolving market.

The opening follows in the wake of the economic aperture that began in October '92 and caused an influx of foreign investment and increased interest from multinational companies. While large foreign corporations like IBM, Bull and Digital have maintained operations in Brazil for a number of years, the country's changing economic situation has steered these companies in a new direction and intensified their need for reliable IT research.

Historically restricted by the Brazilian government to supplying only mainframes and high-end systems, these operations are now producing PCs and are beginning to manufacture emerging technologies in Brazil. The opening of the market reserve has enabled companies like Compaq, Acer and Apple to compete with local vendors, many of whom are now becoming value-added resellers or traditional dealers.

IDC Brazil plans to conduct about nine studies this year as well as provide consulting services. Martinez hopes to maintain synergies with IDG Brazil and to capitalize on the company's strong reputation in the local market.

IDC Brazil
Alameda Ribeirão, Preto 130
Suite 41
CEP:01331-000 São Paulo
Brazil
tel: 011-55-11-871-5213

Computerworld's Apple Enterprise Awards Will Honor Innovators

With the announcement of its new Apple Enterprise Awards, *Computerworld* extends its support for its core constituency — the IS professional. The awards, to be presented at PC Expo in New York this summer, will recognize the corporate developers of innovative custom applications, based on Apple technology, that provide an effective solution to a business or organizational problem.

"One of our most successful business strategies has been to position *Computerworld* as an advocate for the user," noted CW Executive Vice President **Steve Woit**. "We are the premier company organizing user-recognition events in the industry."

The Apple Enterprise Awards, jointly sponsored by Apple Computer and *Computerworld*, are the results of three years of off and on negotiations, said Woit, who came up with the idea during an informal discussion with the director of the Mac IS user group at MACWORLD Expo several years ago.

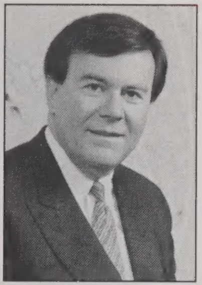
Linda Holbrook of CW sales and **Elaine Offenbach** of CW Custom Publishing closed the event and custom publishing and advertising agreements after many weeks of intensive negotiations.

Awards will be granted in nine categories including multimedia/kiosk, communication and collaboration, publishing, sales force automation, cross platform and client /server. Entries will be evaluated by a panel of independent judges, and the top three entries in each category will demonstrate their custom application at a special pavilion at PC Expo. Apple President and CEO Michael Spindler and CW President and CEO **Gary J. Beach** will announce the winner in each category at an awards ceremony on June 21.

These awards join the growing list of *CW*-sponsored events designed to recognize people and solutions — not just products, Woit said. Others include the Computerworld Smithsonian Awards, now in their eighth year; and the Windows World Open and Object Application Awards, both of which are being sponsored for the fourth consecutive year.

Awards programs such as these represent a great opportunity for all the parties involved, Woit said. "The competition serves as a conduit for bringing together vendors and their best users, opening dialogues that might not otherwise take place," he said. "They help boost the *Computerworld* name and, as highly leveraged events that represent a large financial commitment on the part of the vendor, can have a significant impact on our bottom line," Woit said. And for those whose work is recognized, the awards can have a powerful impact on their careers. "I know of several individuals who have used these credentials to gain funding for new projects or win promotions," Woit added.

ON LINE



PAT MCGOVERN

IDG's chairman is this week's columnist.

Q I understand that IDG and IDC operate independently when it comes to signing up foreign licensees. Shouldn't the two organizations at least coordinate to avoid possible conflicts in foreign markets, such as in cases where the IDC licensee may be a direct competitor of the IDG publishing licensee?

A If an IDG business unit is proposing to establish a license agreement or joint venture with a company that competes with another IDG business unit, professional courtesy — and IDG business practice — calls for the head of the IDG business unit proposing to undertake the relationship to check with the head of the IDG business unit in which the proposed partner is in competition to give advance notice of the proposed relationship, and discuss the pros and cons of that proposed relationship. In my experience, an IDC partner rarely, if ever, is seen as competitive by the IDG publishing unit in the same country, and vice versa. This is because IDC offers market research services that are fully paid for by its customers, while publishing companies' market research is typically paid for by its customers via additional advertising commitments. So, the two styles of doing business are very different. That is the reason that an IDC business unit and an IDG publishing business unit in the same country are totally separate. This avoids any confusion on the part of the customer as to how they should pay for the services they desire.

How does a book like *Personal Finance for Dummies*™ fit into IDG's mission of providing information services on information technology?

Organizing and maintaining personal financial records such as checks, bills, bank statements, etc. is an activity in which desktop and laptop computers are regularly used. Also, more and more people are using their computers to prepare and file their tax returns, thereby saving time and reducing errors. So, the IDG Books title, *Personal Finance for Dummies*, covers an application for which information technology plays a significant role.

What is your opinion of Apple's future?

I believe Apple has a good future, because its customers are loyal and enthusiastic. I believe that Apple's transition to the Power PC chip has been successfully handled, and the company's share of the installed base of PCs, both directly and through the licensing of its Mac O/S, should grow to 18% to 20% market share within the next five years.

How many days a month, on average, would you say you are in your office at the IDG Corporate Support Center?

I average about eight working days a month at IDG CSC. The rest of the time I am traveling to see customers or visiting our business units around the world.

Do you accept many speaking engagements?

I receive five or six invitations a month to give keynote addresses to conferences or to participate on industry panels. I evaluate each of these on how it will advance IDG's business goals and objectives. I tend to accept 10 to 12 such speaking commitments a year.

What year did you begin visiting U.S. offices and handing out Christmas cards and bonuses?

My first Christmas-card-bearing visit to each IDG employee occurred in 1964, the year IDG was founded. I found the opportunity to talk to each IDG employee very informative and enjoyable. And, I have been doing it within the U.S. ever since.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

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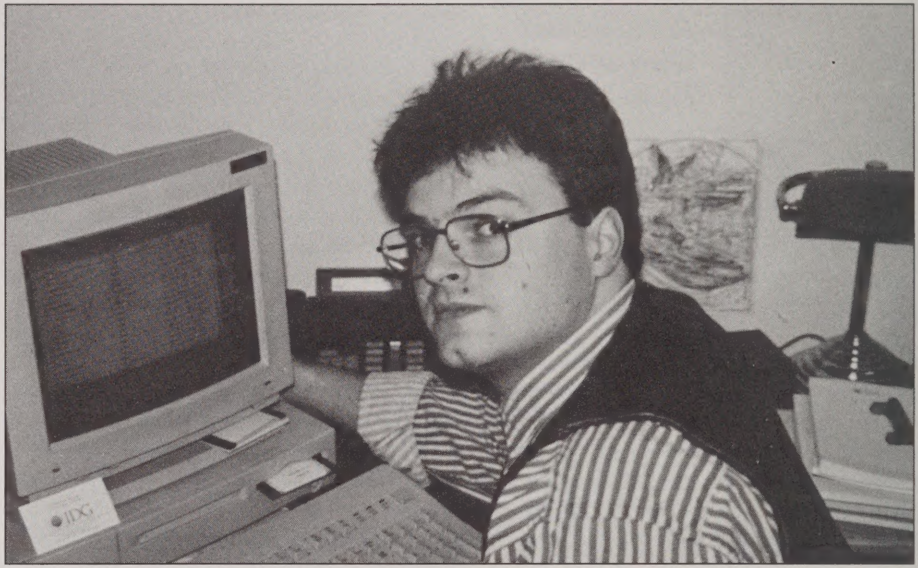
Exchange Program Fosters Sharing of Skills

HR-sponsored Global Fellowship Program encourages leveraging of internal resources by promoting short-term employee exchanges among business units



ERIC ZIMMERMAN

IDG NORWAY'S IT MANAGER, EIRIK GULBRANDSEN, WAS THE FIRST EMPLOYEE TO *take advantage of the company's Global Fellowship Program. Last spring he spent three months working out of the International Publishing Services office in Boston spearheading IDG's Global Lotus Notes Communications project.*

- *When International Publishing Services took on responsibility for launching IDG's Global Lotus Notes Communications project, it turned to IDG Norway's IT Manager* ***Eirik Gulbrandsen*** *for technical assistance. Under the auspices of IDG's Global Fellowship Program, Gulbrandsen spent three months working out of the IPS office in Boston. "The exchange was so successful," noted IPS President* ***David Hill****, "that we've brought Eirik back to continue work on the project."*
- *When IDG Spain decided its Test Center staff might benefit from learning more about U.S. testing methods, Managing Director* ***Francisco Zabala*** *contacted PC World CEO* ***Pat Kenealy*** *to discuss using the Global Fellowship Program to send an IDG Spain employee to work in PC World's San Francisco Test Center.* ***Fernando Cabello****, director of the software area at PC World Espana's test lab, recently completed a three-month stint in San Francisco, where he learned much about U.S. testing methodology and shared Spain's testing procedures with the U.S. staff.*

With more than 7,000 employees working in hundreds of business units all focused on a single industry, chances are someone, somewhere in IDG has solved your problem or could benefit from your solution.

IDG fosters a number of formal and informal programs to assist in the transfer of knowledge among business units, the latest of which is the IDG Global Fellowship Program. Administered by IDG's Corporate Human Resources Department in Framingham, the Global Fellowship Program provides grants to allow employees to work on short-term assignments at another business unit anywhere around the world.

Employees interested in participating in the program must speak the local language and must submit an application detailing the scope of the proposed assignment including a job description and a summary of the benefits that will accrue to both the sending and receiving business units. These applications will be reviewed by the business unit president and country manager at both the sending and receiving business unit as well as the IDG Corporate Human Resources Department and the appropriate Global Product Support Center.

In its first year of operation, the program will fund one fellowship grant for each of the following participating product lines or business units:

- Computerworld Product Line
- Macworld Product Line
- PC World Product Line
- IDG World Expo
- International Data Corp.

Customized programs

The grant is intended to cover the cost of travel, housing and basic living expenses for the duration of the fellowship. Employees will generally remain on their own business unit's payroll and benefits plan.

According to Vice President/Corporate HR **Martha Stephens**, the program is designed to be very flexible with fellowships customized to meet the needs of the individual product line or company. Programs may involve a one-way or two-way exchange and vary in length from a couple of weeks to several months.

"I would strongly urge my IDG colleagues to consider taking advantage of this program," said IDG Norway Managing Director **Morten Hansen**. "The benefits are many and include bringing valuable new ideas into both organizations, providing career opportunities for promising employees and strengthening the *esprit de corps* among business units."

More information on the Global Fellowship Program is available from HR representatives and the Global Product Support Centers. 🖳

ADDRESS CHANGE

IDG's publishing licensee in Romania can now be reached via the Internet.

The E-mail address for General Manager Mihaela Gordocov and her staff is: mgorodcov@tag.vsat.ro.

What do you think of *IDG World Update*? Get those thoughts off your chest and take a chance at putting a T-shirt on your back!

IDG WORLD UPDATE Reader Survey

IDG World Update serves the employees of International Data Group worldwide, and your opinions are important to the editors. Please take a few minutes to fill out the following survey. Five respondents from the first 100 will be picked in a random drawing to receive a T-shirt with a Rich Tennant cartoon on the back.

The survey should be returned to *IDG World Update* by **March 6** via interoffice mail, fax 617-423-0712, or mail to 41 West St., 7th floor, Boston, MA 02111 U.S.A.

Please circle your responses:

1) If my copy of *IDG World Update* failed to arrive at my office, I would:

a) really miss it
b) notice its absence but not really miss it
c) never notice

2) Do you first hear about IDG news and events from *IDG World Update:*

a) frequently   b) sometimes   c) rarely

3) Please rate your interest in the following kinds of articles:

Launches and news about new products
strong   mild   nonexistent

Summaries of important IDG meetings
strong   mild   nonexistent

"On Line" columnists Pat McGovern, Kelly Conlin, Jim Casella, Bill Murphy
strong   mild   nonexistent

"On Line" guest columnists
strong   mild   nonexistent

"Off Site" (occasional profile of employees' non-work interests)
strong   mild   nonexistent

"Chairman's Achiever" nominations
strong   mild   nonexistent

"Soft" company news (parties, fundraisers, other events)
strong   mild   nonexistent

"On the Job" profiles (new in '9))
strong   mild   nonexistent

"Off Line" (cartoon on the back page)
strong   mild   nonexistent

"Celebrating 10" (back page profiles of 10-year employees)
strong   mild   nonexistent

4) How would you respond to the following statements?

World Update keeps me informed about company activities.

a) strongly agree
b) agree more than disagree
c) disagree more than agree
d) disagree strongly

How could *World Update* improve in this area?

World Update helps me get to know my fellow employees.

a) strongly agree
b) agree more than disagree
c) disagree more than agree
d) disagree strongly

How could *World Update* improve in this area?

World Update promotes the sharing of ideas so employees can learn from each other.

a) strongly agree
b) agree more than disagree
c) disagree more than agree
d) disagree strongly

How could *World Update* improve in this area (idea sharing)?

(There are just a few more questions on the back page. Please continue!)

IDG World Update makes me feel like I belong to a global family of companies.

a) strongly agree b) agree more than disagree c) disagree more than agree d) disagree strongly

How could *IDG World Update* improve in this area?

5) How would you rate your overall satisfaction with *IDG World Update*?

a) very satisfied b) satisfied more than dissatisfied c) dissatisfied more than satisfied d) very dissatisfied

6) Please circle as many of the words or phrases below that describe what you think of *IDG World Update*:

Timely Boring Useful Accurate Informative Too much product/event news

Too many human interest stories Good mix of news/human interest stories Company propaganda Interesting

Writing easy to understand Writing difficult to understand Too much U.S. material Too much non-U.S. material

Targeted to all employees Targeted to managers Well-designed Poorly designed

Other words/phrases you would use to describe *IDG World Update*____________________________________

7) Do you have any story ideas?

Tell us if you know of great marketing or sales ideas, new publication launches, someone who has recently conquered a particular challenge or problem, someone who deserves recognition, someone who has an interesting hobby, etc. We will follow up if you give us a few relevant details plus a contact person's name, title and business unit.

8) Other comments and suggestions.

Name (optional) and business unit: ____________________________________

(Please include both if you want to be entered in the drawing for a T-shirt.)

Thank you for taking the time to participate in this survey!
(If you are faxing, please remember to send both pages.)

IDG Job Opportunities Update
Monday February 6, 1995

RESEARCH DIRECTOR, ELECTRONIC MESSAGING (IDC)
The ideal candidate should be a seasoned marketing professional. Individual must be knowledgeable in electronic messaging, the Internet, and other networked applications. Excellent writing and presentation skills are necessary. Technical knowledge a must.

RESEARCH ANALYST, LEASING PLANNING SERVICE (IDC)
Ideal candidate should have industry experience in the PC LAN/client server area, strong spreadsheet and database skills, excellent writing ability and knowledge of residual values. Presentation skills are necessary. Accounting experience a plus. 2-5 years industry experience required.

TEST CENTER DIRECTOR (FCW)
FCW is seeking an experienced test lab technician to start up a small test center for hardware reviews and testing. Duties will include procuring equipment for tests, writing test plans, conducting tests, compiling results for editors, and working with editors to interpret results in articles. 3-4 years experience in a test lab required. Strong organizational and analytical skills necessary.

SENIOR REPORTER (FCW)
FCW is looking for an experienced reporter to cover a civilian agency beat. Successful candidate should have a minimum of 3 years experience covering government or high-technology. Must have a proven ability to break news.

EDITORIAL ASSISTANT (FCW)
The individual in this position will support Federal Computer Weeks supplements and special editorial projects. Responsibilities include research, fact checking, photo gathering, copy editing and project coordination. English or Journalism degree required. Interest in the publishing business a plus.

SALES ASSISTANT (CWI)
The individual in this position will provide support to a District Sales Manager in the Burlingame, CA office. Excellent communication skills are necessary. A minimum of 2 years administrative experience and computer literacy in Windows required. Bachelors degree preferred.

RECEPTIONIST (IW)
Responsibilities in this position will include greeting all visitors, assigning conference rooms, managing the phone database and answering and routing all calls on a ten line console. Individual will serve as back-up to various facilities department functions.

SALES ASSISTANT (IW)
The individual in this position will handle the weekly closing of demo. edition, interact with clients via telephone, manage the database and provide general administrative support. PC literacy is a must. Publishing or advertising experience desired.

P/T DIRECT SALES ASSISTANT: EDUCATION (IDG/B)
The individual in this position will provide direct sales and marketing support for the sales of IDG Books into the education market. Candidate will answer phone, input data, prepare account paperwork, maintain files, generate leads and perform clerical duties as needed. Excellent communication skills are essential. Computer skills required.

OFFICE ASSISTANT: EDUCATION (IDG/B)
The individual in this position will be responsible for coordinating office activities, maintaining databases, handling A/P functions, answering phones and preparing account paperwork. A minimum of 2 years office coordination experience required. Working knowledge of MS Office, ACT, and presentation software packages necessary.

MARKETING ASSISTANT (PCW)
The individual in this position will provide a wide range of marketing and advertising sales support . Duties will include market share reporting, customer database maintenance, reader service accounting and sales material maintenance. Additional responsibilities will include implementation of communication strategies and drafting letters and press releases. Marketing experience a plus.

ASSISTANT TO THE PUBLISHER (PCW)
Responsibilities in this position include office management, meeting and presentation preparation, departmental expense tracking and extensive customer contact. IBM PC literate with a strong knowledge of Word and Excel required. Excellent communication skills essential.

IDG Job Opportunities Update
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SALES ACCOUNT MANAGER (PCW)
The ideal candidate should be an experienced, dynamic sales person with a passion for the Multimedia Market. Individual will maximize ad page revenue and market share for Multimedia World Magazine by selling ads face-to-face. This position will be based out of Boston, New York City or Atlanta.

SENIOR NEWS EDITOR (PCW)
The Senior News Editor will develop and maintain relations with representatives of various vendors and organizations in the multimedia industry in order to report upon and write about the significant news, trends, and technologies. Knowledge of the multimedia industry in both consumer titles and business markets essential. Prior experience at a computer magazine or significant journalism experience in the PC industry preferred.

SENIOR EDITOR, REVIEWS (PCW)
Successful candidate will set the agenda for hardware and software product reviews and edit product review manuscripts. A thorough knowledge of software and hardware computer products with a complete understanding of testing and product analysis necessary. A minimum of 5 years experience editing a computer magazine or journal, along with 2 years supervisory experience required. Individual must be PC literate.

DIRECTOR OF NATIONAL ACCOUNTS (PCW)
The ideal candidate will direct the National Account Program designer to maximize space to 20-30 key advertiser's and prospects. A minimum of 5 years outside space sales experience with major computer magazines, preferably in PC's, required. In depth knowledge of client server computing necessary.

SALES ASSOCIATE / ASSISTANT (IMI)
The successful candidate will sell, service and develop advertising space through telemarketing efforts, in addition to providing administrative support to the sales manager. A minimum of 1-2 years sales and administrative experience necessary. Proficiency in Microsoft Word and Excel essential. Individual must possess excellent organizational and interpersonal skills.

ADMINISTRATIVE ASSISTANT (IMI)
The individual in this position will provide administrative support to the sales managers. A minimum of 1-2 years sales and administrative experience is required. Excellent organizational and interpersonal skills are necessary. Proficiency in Microsoft Word and Excel essential.

MARKETING COORDINATOR, PROMOTION & PUBLIC RELATIONS (IMI)
Ideal candidate will initiate and coordinate the development and distribution of effective, high quality promotional materials to support the advertising sales efforts of Advanced Systems Magazine. Individual will assist the Publisher in developing and implementing public relations programs. Excellent communications skills are necessary. Knowledge of media strategy and advertising trade press desired. Travel required.

SALES DIRECTOR / BOOK DIVISION (IFTW)
Successful candidate will be responsible for the overall success of the sales organization. Individual must work closely with and motivate sales representatives and distributors. Candidate will create effective sales strategies, establish aggressive sales targets, implement sales and merchandising programs with key accounts and provide appropriate sales collateral. A minimum of 5 years book or entertainment software sales management experience necessary.

ASSOCIATE EDITOR, GAMEPRO (IFTW)
Ideal candidate must be a dynamic, experienced editorial professional who will report on and review new products, industry trends and news covering key companies. Minimum of 3 years editorial experience with a broad background in multimedia required. Knowledge of the video gaming industry a plus.

BOOK EDITOR (IFTW)
The individual in this position will serve as primary liaison to authors in all matters connected with game book projects. Duties will include scheduling, development, copy editing and proofing. Book or magazine publishing experience preferred. Computer literacy a must. Strong knowledge of the video game industry required. English or Journalism background desired.

ACCOUNTING COORDINATOR (IFTW)
Ideal candidate will be responsible for general accounting duties to include detailed work assignments in the following areas: payables, receivables, reconciliations, and financial analyses for the books division. A minimum of 3 years experience with AP/AR processing required. AA degree or equivalent experience preferred. Excellent computer skills including spreadsheet and word processing applications (Excel and Word) required.

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Division	Title	Location	Contact Mgr.	Phone
IDG	P/T Paralegal	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Manager	Framingham, MA	S. Brown	(508)935-4099
IDG	Executive Assistant	Framingham, MA	S. Brown	(508)935-4099
IDG	IS Manager	Boston, MA	M. Neece	(617)534-1252
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG	Credit Analyst	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Research Assistant	IDG Research Serv., Natick, MA	M. Cornetta	(508)935-4734
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/MSD	Executive Sales Assistant	Stamford, CT	P. Fowler	(508)935-4796
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	International Salesperson	San Mateo, CA / Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, Corporate Communications	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Conference Telesales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099
WEC	VP & General Mgr., IT Desktop	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mailroom Supervisor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Senior Reporter	Framingham, MA	M. Cornetta	(508)935-4734
NW	Market Research Analyst	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	S. Brown	(508)935-4099
NW	P/T Graphics Designer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
IDC	Internship, Personal Systems	Framingham, MA	D. Miller	(508)935-4133
IDC	Sr. Analyst, App. Dev. Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	P/T Administrative Assistant, Pub.	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Unix Software	Framingham, MA or Mt. View, CA	D. Miller	(508)935-4133
IDC	Graphic Design Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	East Coast Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC/TIS	Executive Assistant	Framingham, MA	S. Brown	(508)935-4099
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Test Center Director	Falls Church, VA	C. Marsan	(703)876-5123
FCW	Senior Reporter	Falls Church, VA	J. Connelly	(703)876-5116
FCW	Editorial Assistant	Falls Church, VA	C. Marsan	(703)876-5123
CWI	Sales Assistant	Burlingame, CA	L. Lehane	(415)347-0555
CWI	Sales Associate	Rochelle Park, NJ	T. O'Connor	(508)820-8566
CWI	Managing Editor, Custom Publications	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
TMP	Reviews Editor / DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
IW	Receptionist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant	San Mateo	L. Schmid	(415)312-0669
IW	Senior Test Developer	San Mateo, CA	S. Barnes	(415)525-3464
IW	PC Support Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Sales Assistant	Rochelle Park, NJ	L. Schmid	(415)312-0669
IW	Reporters / Senior Writers (2)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	PR Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Braintree/ Foster City/ Indianapolis	J. Maroney	(317)895-5222
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant to the CEO	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City, CA / Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Braintree/Foster City/Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Accounts Payable / Contracts Clerk	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copyeditor	Chicago, IL	P. Levenduski	(415)655-3015

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Division	Title	Location	Contact Mgr.	Phone
IDG/B	Associate Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Direct Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Foreign & Subsidiary Rights Dep't Asst.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mailroom Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	P/T Merchandisers	Boston, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Sales Account Manager (2)	Foster City, CA or Chicago, IL.	P. Levenduski	(415)655-3015
IDG/B	Editorial Executive Assistant	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)895-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
EMS	President & CEO	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	VP / New Technology & Platform Dev.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Controller	San Mateo, CA	C. Neumann	(415)312-0501
EMS	User Interface Engineer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Product Mgr., AT&T On-line Pub.	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Technical Project Director	San Mateo, CA	C. Neumann	(415)312-0501
EMS	LAN / Networking Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Graphics Specialist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content Development Specialist (2)	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Quality Assurance Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Customer Support Manager	San Mateo, CA	C. Neumann	(415)312-0501
PCW	Senior Editor, Reviews	San Francisco, CA	C. Barr	(415)974-7364
PCW	Marketing Assistant	San Francisco, CA	S. Laughlin	(415)978-3329
PCW	Assistant to the Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW	Sales Account Manager	TBD	I. Kane	(617)439-0064
PCW	Senior News Editor	San Francisco, CA	R. Glitman	(415)978-3195
PCW	Director of National Accounts	TBD	J. Edman	(415)978-3250
PCW	Assistant to the Editor-In-Chief	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Business Manager	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Assistant to the President / New Media	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Producer, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Editor-In-Chief, PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW/MMW	Associate Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW/MMW	P/T Administrative Assistant	Rosemont, IL	V. Bonney	(708)827-4439
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/NC	Circulation Coordinator	Boston, MA	L. Connolly	(508)935-4791
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Administrative Assistant (3)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Marketing Assistant	San Francisco, CA.	C. Koral	(415)974-7309
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Account Executive	San Francisco, CA	S. Young-Saluti	(415)975-2624
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
IMI	Sales Associate / Assistant	San Francisco, CA	F. Lee	(415)267-1722
IMI	Administrative Assistant	San Francisco, CA	F. Lee	(415)267-1722
IMI	Marketing Coordinator, Promo. & PR	San Francisco, CA	F. Lee	(415)267-1722
IMI	Assistant Editor / Publish	San Francisco, CA	F. Lee	(415)267-1722
IFTW	Sales Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermottq	(415)286-2536
IFTW	Book Editor	San Mateo, CA	W. Knibbe	(415)286-2542
IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
IFTW	Associate Editor / E2	San Mateo, CA	F. Paul	(415)286-2550
IFTW	National Ad Director / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525

Happy 20th Anniversary, *Computerwoche*

IDG CHAIRMAN PAT McGOVERN HELPS COMPUTERWOCHE *Editor-in-Chief **Dieter Eckbauer** cut the cake at last fall's anniversary party in Munich. More than 1,500 people attended the event, including the first 10 subscribers to the publication.*

IDG ITALY GENERAL MANAGER BRUNELLO BOSSI, IDG *Chairman **Pat McGovern** and his wife Lore were among the IDG colleagues who celebrated with the Computerwoche staff.*

COMPUTERWOCHE PUBLISHER RALPH PETER RAUCHFUSS *(second from right) takes time out for a photo with several clients. The anniversary celebration, which concluded at 3 a.m., was the talk of the town for days afterward.*

PCW BRASIL

continued from page 1

just beginning to embrace information technology on a widespread basis. As Brazil is a very segmented country based on economic disparities, the northeast states are relatively isolated and have not yet been penetrated by IT the way more prosperous areas like Rio and São Paulo have been.

Via this mutually beneficial relationship, *PCW Brasil* will be able to convert many free subscriptions to paid when the initial six-month to one-year subscriptions elapse. The *Jornal* challenges its competition by being the first in the region to give readers a monthly publication dedicated entirely to IT.

The first campaign of this sort was orchestrated last September and increased the *PCW* subscriber base by 8,155 in just 60 days. IDG Brazil Marketing Director **Alice Ramos** expects this effort to yield upward of 16,000 new subscribers in the same time period.

These promotions owe much to Ramos, a native of the northeast region who has used her contacts there to facilitate partnerships. The overwhelming reception received by *PCW* has competitors such as *PC Magazine* scrambling to forge similar relationships in the region.

PCW Brasil is currently negotiating with other newspapers in Northern Brazil and is planning to extend the promotion to the southern states in the next few months.

ADDRESS CORRECTION

The street address for IDG Latin America appeared incorrectly in the January 23 issue of *IDG World Update*. The correct address is:

IDG Latin America
5775 Blue Lagoon Drive
Suite 230
Miami, FL 33126

NOTEWORTHY

PROMOTIONS

WONG

Sandy Wong has been promoted to marketing manager for *PC World*. Sandy originally joined the magazine in 1989 as administrative assistant for the Advertising Sales Department. She was later promoted to marketing assistant, coordinator and events manager. "Sandy's definitely shown exceptional dedication to *PC World*'s marketing effort and an admirable level of commitment to the magazine as a whole," said Marketing Director **Alan Abrams**.

NEW EMPLOYEES

Virginia Lehr joins *Network World* as marketing director. Virginia was a marketing assistant at *NW* in 1990 when she left the company to become marketing director for Pennwell Publishing's *Networking Management*. Most recently Virginia was district sales manager for *Client/Server Computing and Software* magazine. She has a degree in communications from Purdue University and spends time outside the office with her 18-month-old son.

Eric Jue has signed on as a circulation assistant for *Macworld*. Eric has a BA in environmental studies from the University of California/Santa Barbara. In his free time Eric plays the guitar and enjoys mountain biking and tennis.

Previously a senior internal auditor for Eastern Enterprises, **Diane Ryczek** is a senior accountant for IDG. Diane graduated from Rochester Institute of Technology with a BS in accounting and lists travel, tennis and skiing among her many outside interests.

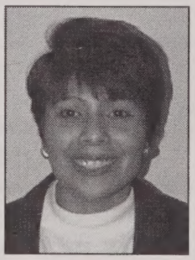
Henry Young is a programmer analyst for Response Technologies. Before joining RT, Henry was a computer science instructor at Boston's Opportunities Industrialization Center. He has a BS in business administration from Edison State University and an MA in education from Cambridge College. Henry enjoys reading and mastering new software packages.

LINK Resources welcomes a trio of new employees. **Mary Doyle** is a senior analyst for the Mass Market Interactive Services Group. Prior to joining LINK, Mary was a market research analyst for GTE Main Street, an interactive cable television business. She has a BA in English from Fairfield University and enjoys reading, sports and listening to music.

Mona de Mestel, a contract worker for LINK since March 1993, has signed on as a full-time research analyst. Mona has a master of professional studies in interactive telecommunications from New York University. Mona enjoys reading, writing fiction and boxing.

MOSKOWITZ

Barbara Moskowitz is a sales assistant supporting the three members of LINK's sales team. Barbara earned a BA in psychology from City College of New York and received a data processing certificate from New York University. Barbara's many outside pursuits include dance, music, cats and poetry.


CRUZ

Infotainment World has hired **Diana Cruz** as executive assistant to President **Pat Ferrell**. Diana has a BA in English from the University of California/Davis and worked as a marketing writer at Technology Funding. Outside the office Diana teaches aerobics classes and enjoys cooking good meals and fixing up her house.

Jens Arne Mannig recently joined IDG World Expo/Germany to handle sales and operations for ComNet Warsaw and ComNet Prague. He previously worked as the German operations manager for Interop. Jens is well-acquainted with both IDG and the Eastern European market, having worked at IDG Germany from 1987 to 1991 in the marketing services group and later for IDG World Expo on such shows as PC World Forum in Moscow.

InfoWorld adds two new employees to its roster. Previously sales and promotion manager for Attorneys' Source Legal Services, **Scott Morgan** is an account manager for *IW*. Scott received a BA in psychology from the University of Oregon. His free time is occupied by music and film, volleyball and golf.

Ayse Sercan is an assistant editor who, prior to joining *IW*, worked as a technical editor editing engineering reports and contract proposals for environmental engineers. She has a BA in English from Smith College and, in her free time, edits a literary journal and enjoys bicycle racing.

IDC West has hired **John-Marc Clark** as a senior analyst for Latin America. John-Marc was most recently channel sales manager for the Northeastern U.S. at Gupta Corp. He has a BA in history from Georgetown University and an MA in international relations from Universidad de Belgrano in Buenos Aires, Argentina. Outside the office, John-Marc plays soccer, competes in marathons and loves to travel.

Previously administrator for MK Global Ventures, **Erika Hall** has been hired as a product manager for Integrated Media, Inc. She will be responsible for developing Internet-related products. Erika graduated from Dartmouth College with a BA in philosophy and devotes much of her free time to snowboarding and painting.

TRANSFER

Elizabeth Heichler, formerly a London-based senior European correspondent for the IDG News Service, has joined *Computerworld* as senior editor, object technology and applications development. Before her stint with the News Service, Elizabeth served as news editor at *Digital News*.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Carl Marchi - Computerworld

ELEVEN YEARS
Mary Rinaldo - Network World
Gail Varney - Computerworld
Iris Clench - IDG Australia

TEN YEARS
Libby Levinson - IDG
Alain Paccagnella - IDG France

NINE YEARS
Deb Goldstein - IDG List Services

EIGHT YEARS
Maryanne Sinville - IDC
Marty Garchar - Macworld
Magdalena Zabala - IDG Spain
Olga Fernandez - IDG Spain

SEVEN YEARS
Stephen Bruce - IDC
Carole Plana - IDG France
Mehmet Ali Altaca - IDG Turkey

SIX YEARS
Jeannie Fioti - InfoWorld
Arne Hurty - Macworld

FIVE YEARS
Nanci Farquharson - Network World
Kimberlee Smith - Computerworld
Tammy Gryniewicz - Computerworld
Kent Tayenaka - Macworld
Alvaro Morenes - IDG Spain

FOUR YEARS
Deborah Brennan - IDG
Bonnie Shishido - Macworld Japan
Christopher Flynn - Computerworld
Thomas Christensen - IDG Denmark

THREE YEARS
Jaqueline DiBianca - Network World
James Lai - Computerworld Taiwan
Gloria Ciolek - Computerworld
Joyce Gillis - Computerworld
Sally Ann Sinclair - Computerworld
Myriam de Greef - IDC U.K.
Shelly Lecours - IDG World Expo
Anthony Calamaro - FCW Group

TWO YEARS
Barbara Newton - InfoWorld
Martina Martin - IDG
Willy Shen - PC World Taiwan
Marina Escobar - IDG Venezuela
Angelique Sanchez - IDG Netherlands
Arlene Braithwaite - FCW Group
Julie Wilson - IDG Books
Melek Mumcuoglu - IDG Turkey
Niels Bentzon - IDG Denmark

ONE YEAR
Jennifer Cooke - IDC
Shirleen McDougall - IDC
Michael Levi - IDC
Nazy Farhang - Infotainment World
Jolene Springfield - Network World
Liz Hecht - CIO
James Schott - Computerworld
Rick Valdez - Macworld
Ulrika Stigsdotter - IDG Sweden
Filiz Ormanci - IDG Turkey
Sue Wilkes - IDG Australia
Peter Stangel - Multimedia World

NEWS SERVICE HOSTS PRESS ROOM AT CEBIT

The IDG News Service will operate a press room at this year's Cebit IT trade show, March 6-13, in Hannover, Germany.

The press room will be located on the lower floor of the show's main press building. The entire News Service staff, including the Boston-based editing team, will be in residence and will file daily coverage of all major announcements made during the week. Editors interested in arranging for coverage of a specific announcement should contact News Service News Editor Dana Gardner prior to the show.

The IDG News Service press room will have several workstations and extra telephone lines available to IDG journalists on a first-come first-served basis. The press room will be open from the start of the show each day until 7 p.m.

The News Service staff will also be available to provide demonstrations of the Lotus Notes database and E-mail functions.

If you have questions concerning the press room, you may contact Dana Gardner in Boston at tel: 617-423-0404, E-mail: dana_gardner@idg.com, or fax: 617-423-0240.

CHAIRMAN'S ACHIEVER

ED MALITSKY

McCRORY

As Chief Copy Editor for *Computerworld*, **Anne McCrory** has restructured the eight-person copy desk to incorporate different levels of expertise. "This has encouraged more longevity of copy editors at *CW* and has also outlined various levels of copy editing proficiency where formerly there was little sense of differentiation," said Editor-in-Chief **Bill Laberis**.

Anne's management tactics have resulted in a more skilled, productive team that has access to a clear growth path at the publication.

The job satisfaction created by Anne's restructuring also saves *Computerworld* time and money by significantly reducing job turnover.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winners Graham Mendham, Julian Richardson, Susan Wrenshall, Tony Allen and Lisa-Jo Oliver will have their choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* key chains.

HONORABLE MENTIONS:

Primal screen.

-Marketing Department
IDG Books Worldwide

"For more information on hunting, gathering or embedding a complex field in a hypertext document, please send inquiries to thag.com."

-Scott Tharler
PC World Newsletters

Tarzan monkeys around on the Internet. You can reach him at tarzan@idg.geis.com. (He prefers VINES as his Network Operating System)

-Marcy Dill
CIO

There's nothing wrong with dressing up as a caveman while sitting in front of a 386...after all, it is a dinosaur.

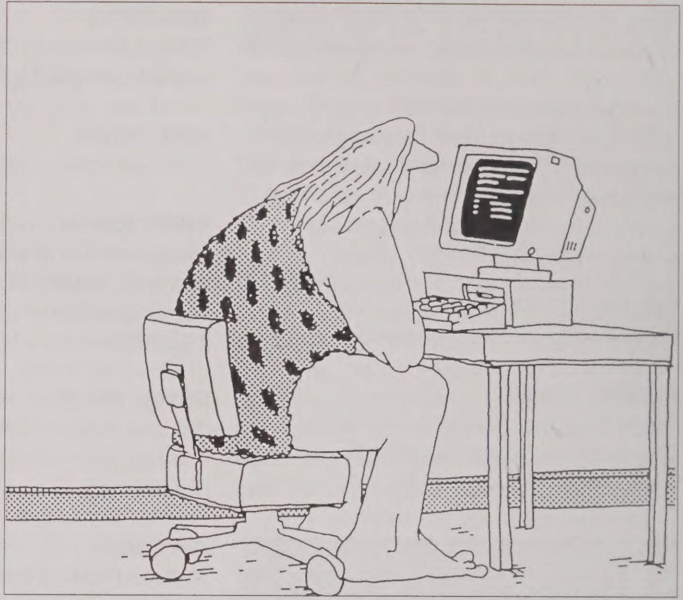
-Richard Popko
Multimedia World

Windows 1995 B.C. ships a bit late, but it was worth the wait.

-Aaron Press
IDC Government

"Re:Wheel. Sounds like a good idea. Set up a Notes database to track the progress."

-Ian Campbell
IDC



"Hm...this looks interesting...Neanderthal woman, good sense of humor, own cave, wheel owner...enjoys clubbing!"

-PC Home Advertising Sales Team
IDG Media, U.K.

"Sure it's fast and powerful, but does it taste good?"

-John Forgetta
PC World Newsletters

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"BASIC
10. "WOOD" + "SPARK" = "FIRE"
20. GOTO 10
RUN"
```

-Simon Lees
IDG Media, U.K.

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Lisa Ryan
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 7

February 13, 1995

DEAL WITH INFOSEEK ENHANCES INFOWORLD'S PRESENCE ON THE INTERNET
PAGE 2

COMNET '95 SMASHES PREVIOUS RECORDS AND FOSTERS IDG ALLIANCES
PAGE 4

ADD TO THE IDG EVENTS CALENDAR WITH YOUR UNIT'S UPCOMING ACTIVITIES
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PCW Ukraine Joins Lineup

Bi-monthly expands growing list of IDG titles in former Soviet Republics

A second IDG title recently hit the newsstand in Ukraine with the December launch of *PC World Ukraine*. IT users in this, the second largest of the former Soviet Republics, have been reading *Computerworld* since it launched in May 1994.

PC World Ukraine is being published under license to a joint venture between the Polygraphic Department at the Kiev Polytechnic Institute — the second largest polytechnic in Europe — and local Ukranian conglomerate Nova. "They have invested in state-of-the-art publishing equipment and are committed to making *PC World* a world-class IT publication that will set the standard for IT magazine publishing in Ukraine," said International Publishing Services President **David Hill**, who signed the license last August.

PC WORLD UKRAINE
1
Декабрь 1994

According to Editor-in-Chief **Michail**

•CONTINUED PAGE 7•

European Sales Managers Focus on IDG Brand Awareness

IDG
INTERNATIONAL DATA GROUP
PROFITING FROM LEADERSHIP

CARLA PAIVA FOTOGRAFA

A PANEL OF EMPLOYEES TRIES OUT THE NEW IDG SET AT THE LISBON MEETING. *(From left:)* ***Jeff Meers**, MSD Europe; **Kim Myhre**, MSD Europe; **Karen Giffhorn**, Computerwoche; **Bertrand de Cerval**, IDG France; **Frank Cutitta**, IMS; **Christoph Berkhart**, PC Welt; **Andy Hart**, MSD Europe.*

More than 60 advertising sales managers from IDG's European publications gathered at the Caesar Park Hotel outside Lisbon, Portugal, last month for the company's first pan-European sales conference.

Most of the discussions at the two-day meeting, the first event sponsored by IDG's European IMS/MSD organization, revolved around how to address the results of IDG's recent European Awareness Study. The survey showed that although IDG has the largest market share by far of any IT publisher in Europe, vendors and agencies are generally less aware of IDG as a company than they are of IDG's competitors. The conference theme, "Profiting from Leadership," illustrated how IDG can leverage its market share and better use its brand to exploit business opportunities for all business units in the company.

The participants had a preview of the new set, staging, and multimedia presentation for the MSD Europe brand that

•CONTINUED PAGE 5•

IN BRIEF

InfoWorld Inks Deal with Internet-Based Retrieval Service

InfoWorld Publishing Co. today announced the expansion of its presence on the Internet through a deal with Santa Clara-Calif.-based InfoSeek. Users will be able to search *InfoWorld* using InfoSeek Search, a new information retrieval service developed for the World Wide Web by InfoSeek.

The InfoWorld/InfoSeek announcement follows similar deals the newsweekly has made with other on-line service providers, including DataTimes, LEXIS/NEXIS, the Internet Shopping Network and NewsEdge.

Individual subscriptions to the InfoSeek Search service are available for $9.95 per month, which includes 100 queries and article retrievals, with no additional connect-time charges. Additional queries and retrievals are 10 cents each. Corporate accounts are also available.

InfoSeek databases allow subscribers to search for information on topics such as business, health, sports, national news and others. Commercial information databases are available as well as free Internet information, including World Wide Web pages and Usenet news groups. InfoSeek users will be able to access articles from *InfoWorld* dating back three years.

InfoWorld is going on-line in many places, which is great," said **Bob Metcalfe**, executive correspondent for *InfoWorld* and vice president of technology for IDG. "InfoSeek is an opportunity for us to explore yet another exciting way to serve on-line readers and the industry."

"*InfoWorld* readers are increasingly relying on the Internet as a source of business-critical information for managing their company's systems," agreed *InfoWorld*'s Editor-in-Chief **Stewart Alsop**.

InfoSeek is a privately held company started in January 1994 by Steve Kirsch, the founder and president of Frame Technology, as well as the founder and president of Mouse Systems.

InfoSeek Search is a service on the Internet's World Wide Web that lets users find and retrieve information quickly, easily and at a low cost.

Additional information on InfoSeek is available by accessing URL http://www.infoseek.com.

IFTW and IW Spotlight Interactive Entertainment

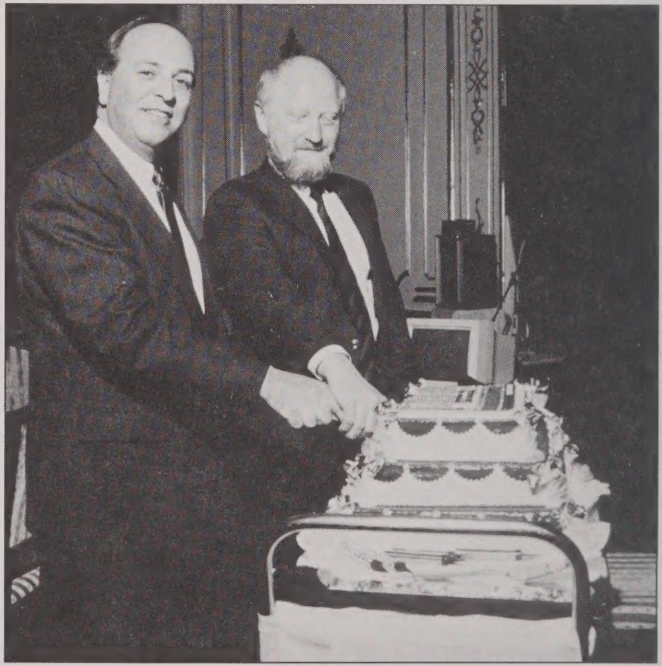
The future of interactive entertainment will be the focus of Spotlight '95, slated for July 23-26 in Laguna Niguel, Calif. Co-sponsored by Infotainment World and InfoWorld, Spotlight '95 is the first forum to explore the combined influence of the PC, interactive media and entertainment industries on the evolution of interactive entertainment. Infotainment World President **Patrick Ferrell** and *InfoWorld* Editor-in-Chief **Stewart Alsop** will moderate and host the event.

The first collaboration between IFTW, the leading source of information on electronic entertainment and IW, producer of the PC industry's premier conference programs Agenda and Demo, Spotlight '95 is tailored to senior executives in cable television, telecommunications, Hollywood and the PC industry. Two hundred and fifty industry leaders, considered to be actively shaping the future of interactive entertainment, will be invited to participate.

Among the key issues to be addressed in the forum are the technological changes affecting interactive entertainment, marketing challenges and the contribution of the film and video industries in the creation of innovative products.

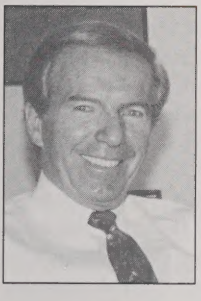
For more information call **Lia Lorenzano** at *InfoWorld's* Editorial Events department: 415-312-0693.

IDG Hungary Marks Milestones



IDG CHIEF OPERATING OFFICER JIM CASELLA (LEFT) HELPS *IDG Hungary Managing Director* ***István Bíró*** *dig into the inaugural slice of the cake commemorating the third anniversary of PC World Hungary and the 10th volume of Computerworld Szamitastechnika. Casella joined more than 110 IDG Hungary employees and clients for the celebration at a private castle in Budapest.*

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q How has the recent fall of the Mexican peso following its devaluation in December affected IDG's operations in Mexico?

A Since our revenues and expenses are both peso dominated, there has been no direct effect on our operations in Mexico. However, in order to support the currency, the government has racheted up interest rates in an effort to cool the Mexican economy, and that could have a negative effect on future advertising revenues.

Prior to and following the recent elections in Mexico there was substantial overvaluation of the peso as the government attempted to artificially maintain close parity with the U.S. dollar; a surge in imports made it impossible to continue to pursue such a policy. Until there is a credible peso stabilization plan in effect, foreign investors will no doubt scale back both lending and investment in Mexico. The good news is that a cheaper peso will reduce imports and sharply increase exports, thereby reducing Mexico's $28 billion current account deficit, a major factor in causing the devaluation. Over the long term there is little doubt Mexico will be a major player in Latin America due to its large population, low-cost labor and open access to U.S. markets.

Do you see the fall of the peso affecting other Latin economies?

There was a ripple effect in other Latin American economies as a result of the turmoil in Mexico. However, most other currencies rallied. Following the Mexican debacle, Argentina adopted a policy of doing everything necesssary to back the value of its money and has fixed its peso at a 1:1 ratio to the dollar, backed by dollars or gold. Other countries also took measures to protect against massive de facto devaluation of their currencies.

I understand the Computerworld building in Framingham has been sold. Why, after all these years of owning the building (and wasn't it the only company building IDG owned in the U.S.?), put CW in the position of needing to rent space?

The situation with the CW building in Framingham is relatively straightforward. They have outgrown the space, there is no possibility of adding space, and they were able to find a very attractive location nearby that was available on very favorable terms.

The economics of ownership vs. leasing are rather complicated, and ownership only comes into play when you have a perfect alignment of the sun, the moon and the stars.

What is the total value of all of IDG's worldwide assets?

IDG has approximately $325 million in total assets. I should add that this does not include IDG's most valuable assets such as trademarks, licensing rights, the fair market value of our equity interests in less than wholly owned subsidiaries and a host of other assets that do not get written up to market under U.S. accounting guidelines.

What do you think are the qualities of a good manager?

This is a somewhat subjective assessment, so please consider from whence it comes. Some of the traits I see that tend to differentiate good managers from the rest are such things as an intense curiosity, a disdain for the status quo, a willingness to accept risk and adopt the "let's try it" corporate value, a sense of humor, knowledge of products and customer needs, a thirst for new knowledge, sensitivity to the needs of others, and the ability to motivate and lead people.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

ComNet '95 Gets Boost from Business Unit Synergies

Seventeenth annual show draws unprecedented crowds and serves as forum for record number of new product introductions

Marking its 17th year as the leading global enterprise network conference and expo, ComNet '95 was a hotbed of alliances between IDG business units and smashed records for attendance and new product introductions.

Held last month in Washington, D.C., ComNet '95 was sponsored by IDG World Expo and featured presentations by *Computerworld* and *Network World*. The event attracted more than 42,000 IS and networking professionals, which included a 6% increase in international attendance over the previous year.

The show served as a forum for the introduction of more than 300 new products expected to become the building blocks of the National Information Infrastructure, including remote access, ATM and desktop videoconferencing.

CW, NW present awards

Computerworld President and CEO **Gary J. Beach** did the honors at the fourth annual New Product Achievement Awards ceremony, where IBM walked away with "Best New Product" for the Net SP Secured Network Gateway.

"*Computerworld* is committed to recognizing outstanding product innovations in the networking field," CW Executive Vice President **Steve Woit** commented on the publication's sponsorship. "*CW* readers are always interested in learning about products to help them build their organization's networking 'infostructure.'"

Network World Features Editor **Charles Bruno** and Editor-in-Chief **John Gallant** presented *NW*'s User Excellence Awards, established by the publication in 1985 to further its mission of helping users improve their businesses through the strategic use of network technologies. The awards were given to the State of Iowa Communications Network and the Regency Systems Solutions division of Hyatt Hotels for its pioneering work in reservation systems.

In a special plenary session Gallant and Dataquest Director Jeff Kaplan reported the findings of the third annual *Network World*/Dataquest Service and Support Survey, which gauges network buyers' satisfaction with the service and support provide by vendors. The study is conducted under the auspices of *NW*'s Reader Advocacy Force, an ongoing consumer advocacy program.

Survey data was pulled from 300 telephone interviews with a cross section of *NW*'s U.S. readers and examined user satisfaction with vendor service and support for products including multiplexers, servers and E-mail. The survey found that while service levels are improving, some providers, specifically E-mail vendors, still rank low in user satisfaction. Vendor representatives from AT&T, Novell and Northern Telecom comprised the panel that responded to audience inquiries.

Other ComNet highlights included a keynote address by FCC Chairman Reed Hundt on the importance of merging the information superhighway with education. In conjunction with Hundt's speech, the first "Hot Seat" debate used connecting school children to the information superhighway as a case study for the benefits of universal access. Ellen Hancock, a retiring vice president of IBM, also delivered a keynote, telling attendees "the future is now" and urging them to take a leadership role in ensuring the positive use of technology.

"The level of excitement at ComNet was extraordinary. Exhibitors were introducing new products, we had record press attendance and coverage, and attendance exceeded our goals in quantity and quality," said Group Show Director **Robin Andreola**. "We look forward to continuing this momentum at the Information Superhighway Summit in September, and building an even better ComNet next January."

For more information on any of the ComNet shows contact Robin Andreola at 508-879-6700.

IDG Staff Hits the Slopes with European Media Moguls

CARLA PAIVA FOTOGRAFA

A GROUP OF TOP EUROPEAN MEDIA BUYERS FROM THE U.K. ENJOYED A SKI OUTING *in Courchevel, France, last month, one of the first European client events sponsored by MSD Europe. IDG staff accompanying the clients included (back row, from left):* ***Andy Hart*** *(U.K.),* ***Charlotte Trim*** *(France), IDG President* ***Kelly Conlin***, ***Gill Warren*** *(U.K.) and* ***Kim Myhre*** *(U.K.).*

SALES MANAGERS

continued from page 1

will be used at the first IDG European Summit in Barcelona later this year. Modeled after the four-year-old U.S. summit, the forum is an opportunity for European senior high-tech marketing executives to discuss how high-technology marketing is changing throughout the region.

Afterward, IDG President **Kelly Conlin** outlined his vision for the IMS/MSD structure in Europe, followed by Managing Director **Jeff Meers**' explanation of the objectives and role for his team in building the IDG brand and integrating all IDG products and services for the benefit of the 30 or so key pan-European advertisers.

Kim Myhre, director of marketing and consulting services, and **Andy Hart**, director of client services, presented plans for upcoming IMS/MSD European activities and emphasized the importance of working together with local IDG sales managers to build incremental revenue. Among the areas for possible collaboration are sharing sales contacts and leads; promoting shows, conferences and other events on a pan-European basis; and collaborating on marketing brochures and other collateral.

"[IDG Europe's activities] don't displace anything going on at the local level — they're just another layer of the mix," Myhre emphasized. "All of this is about better communication about IDG, the markets, and the opportunities amongst IDG companies to maximize and leverage IDG's incredible resources."

Over a working lunch, attendees split into small groups to discuss the presentations, give their analysis of IDG's strengths, weaknesses, opportunities and threats in the European marketplace and identify 10 main issues of concern.

The afternoon's proceedings resumed with a presentation from IDC Europe President **Roberto Masiero** on the changing European IT markets in the midst of an upswing in the region's economy. Director of Research **Richard Buckley** outlined MSD Europe's research plans and the results of the European Awareness Study, and the group heard sales success stories from IDG France and *Computerwoche* and *PC Welt* in Germany.

Participants were very enthusiastic about the content of the sessions and optimistic about future collaboration. "Since we keep telling our clients how important it is to brand their products, it is good we are doing more of the things we preach," said IDG Poland General Manager **Kasimierz Szot**.

Christer Björkin, product manager for *Computer Sweden*, said the increased cooperation with IDC and the marketing surveys from MSD Europe will be particularly useful. "We will definitely become an even more important partner for our clients by always being able to present them with new and interesting facts," he said.

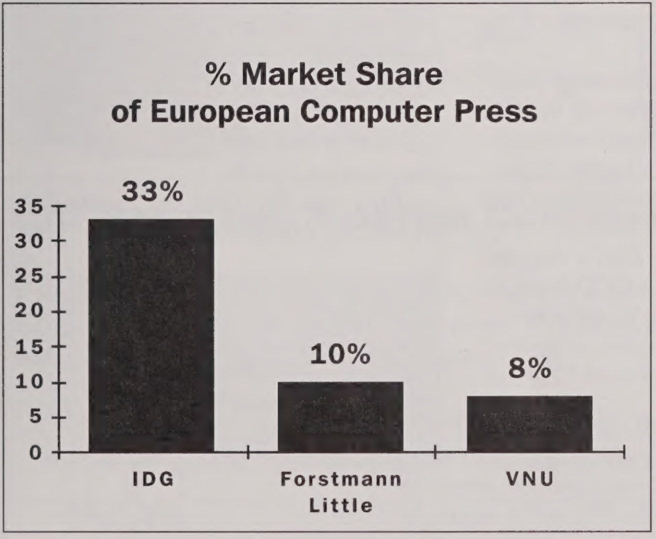
Videos and copies of the presentations, together with the latest research findings and the IDG Awareness Study, are available from Richard Buckley (telephone 44-1784-461324, fax 44-1784-461325). For more information about IDG's pan-European advertising and marketing activities, contact Jeff Meers at the same numbers or BusinessTalk: J.Meers.

*MSD Europe's **Gill Warren** contributed to this article.*

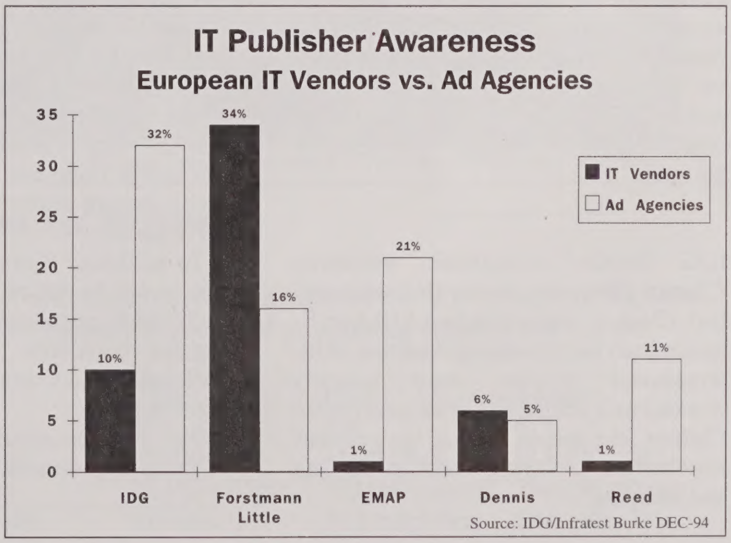
"IDG: THE GREATEST STORY NEVER TOLD"

Results from IDG's European Awareness study show that although IDG is the market leader in Europe, its recognition among vendors and agencies is not as dominant, particularly compared with the Ziff name, whose publications are now owned by Forstmann Little. This discrepency stems from the fact that while many IDG publications are well-known locally by their brand names (*Macworld*, *Computerworld*, etc.), clients are not as aware that these publications are part of the IDG family.

The mission of IDG's newly created pan-European marketing office is to increase awareness of the IDG name — not to dilute the local brand names — integrate all IDG products and services to benefit pan-European clients and, in the process, increase incremental revenue for all of IDG's business units.



% Market Share of European Computer Press



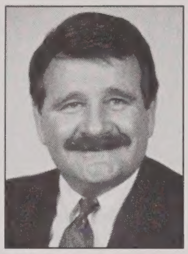
IT Publisher Awareness

European IT Vendors vs. Ad Agencies

Source: IDG/Infratest Burke DEC-94

NOTEWORTHY

PROMOTIONS


THEOBALD

Bernie Theobald, director of national accounts for the Marketing Services Division since March 1993, has been named vice president of MSD. He will be responsible for using IDG resources to develop marketing programs and provide strategic marketing insights and solutions for IDG's top clients, including Dell Computer, Epson, Logitech, Oracle and Texas Instruments. "Bernie has set the standard for MSD in both quality of thinking and account management skills," said MSD Executive Vice President **Mike Rogers**. "He exemplifies MSD principles of integrity, thoroughness, hard work, executive-level access, strategic account selling and fairness and sensitivity to his IDG constituents."

NEW EMPLOYEES

GILLIS-SWARTZ

Rachel Gillis-Swartz joins *Computerworld* as a sales associate, working out of the Irvine, Calif., office. Rachel was most recently an inside account manager for Computer Network Technology, but prior to that was a sales associate for *Macworld*. She has a BS in management from Pepperdine University and spends her free time working out, reading and playing golf. In 1993, Rachel was recognized as the *Macworld* sales associate of the year.

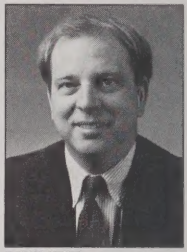
IDG Books Worldwide welcomes **Cherry Chen** as a senior financial analyst. Cherry, who earned an MBA in finance from the Monterrey Institute of International Studies, most recently worked as a senior financial analyst for Chilton. She spends her free time exploring California, playing tennis, swimming and camping.

Stephen Baker has been hired as a senior research analyst for IDC. His analysis will cover distribution channels with a primary focus on competitive issues in channel management. Stephen earned his MBA from Northeastern University and enjoys time with his family and working on his house.

Sarah Crawford has been named product manager for *Macworld U.K.* Sarah's responsibilities will include developing the magazine's advertiser base and growing subscriptions, as well as working on the company's new fortnightly, *Apple Talk*. Sarah comes to the publication from Personnel Publications Ltd. where she served as marketing manager for three years.

Julie Lynch has been hired as IDG's training coordinator, responsible for overseeing all aspects of the East Coast Collaborative Training Program. Julie graduated from the University of Massachusetts/Amherst with a degree in interpersonal communications and rhetoric and is pursuing an MS in management at Lesley College. In her free time Julie serves as the membership committee chair for the Central Massachusetts chapter of American Society for Training and Development.

TRANSFERS


MYHRE

Kim Myhre, formerly a senior executive vice president for IDC, has moved to England to be vice president of marketing and consulting services for MSD Europe. Much of his work will focus on providing pan-European clients with custom marketing-related research and custom publishing.

John St. Martin has joined IDC as the company's controller. Originally hired as a general accountant for *Computerworld* in 1989, John transferred to IDG in 1993 where he served as corporate accounting manager.

Formerly a human resources representative for IDG's Corporate Human Resources Services Department, **Kelly Lynch** has joined Infotainment World as a human resources analyst.

CHAIRMAN'S ACHIEVER

In addition to being recognized as a Chairman's Achiever by her managers, **Bjorg Elin Brodersen** was nominated by her IDG Norway colleagues as the 1994 Employee of the Year.

Bjorg Elin is an accounting assistant who joined IDG Norway in 1988 and has been instrumental in renegotiating the company's terms of payment, cutting advertising terms from 30 to 15 days.

In addition, Bjorg Elin's suggestion to sell books on a COD basis to individual customers in addition to regular bookstore sales improved both sales and overall cash flow for the company.

Her position requires a great deal of cross-departmental collaboration, and Chief Financial Officer **Wenche Brunvoll** and Managing Director **Morten Hansen** emphasized that Bjorg Elin is "very well liked and respected" within the organization. She is credited with fulfilling the standards set by IDG's Corporate Values.

BRODERSEN

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

IDG Chairman's Council

Communitarian

IN THIS ISSUE

Reflections On:

- *The Giving Tree Project*
- *Little Brother Friends of the Elderly - Bus Trip*
- *"I'd Rather Be Working"*
- *IDG Environmental Committee*
- *AIDS Walk/1994*
- *Metro West H•A•R•V•E•S•T*

Current and Future Activities:

- *Operation Overcoat*
- *The AIDS Walk*
- *Little Brothers, Friends of the Elderly Bus Trip*

How Do I Get Involved?

IDG'S GIVING TREES GRANT CHILDREN'S WISHES

The IDG Chairman's Council successfully spearheaded the "IDG Giving Tree" project again this year, in conjunction with the South Middlesex Opportunity Council's (SMOC) "Adopt a Family" program. Massachusetts-based IDG employees joined with SMOC, who operates Framingham and Marlboro low-income family day-care programs, in collecting over 2,000 gifts (toys and clothing) to distribute to 489 needy children in 210 families.

Volunteers **Nicole Kassel, IDG; Michelle Chase, IDG; Dana Miller, IDC; Joan Swarms, PCW/Lotus; Judy Schultz, Computerworld; Joanne Oteri, CWDD; Scott Finlay, Network World; Penny Winn, IPS; Nancy Ferguson, World Expo; Allison Stamm, IDG Research; and Robin Azar, CIO** coordinated "The Giving Tree Project" at their business units, this holiday season. Each coordinator arranged for a holiday tree to be set-up at their business unit and decorated with ornaments listing items that were "wished for" by the SMOC referred children and their parents. Employees then "adopted" a child or parent by picking an ornament from the tree and purchasing the gift(s) listed on that ornament. A week before Christmas, the gifts were collected at IDG's offices at 5 Speen Street in Framingham, filling the lobby, and reminding everyone of the true spirit of the holiday season.

"I can only attempt to convey the emotional response by the families," said Laurie Glassman, "Adopt a Family" Coordinator/SMOC. "The hesitance that many families have in asking for help was coupled with the tears of joy upon seeing the spirit of generosity with which their requests were answered. Several parents were speechless and in disbelief that all of these beautifully wrapped items were "really" for their family."

IDG Giving Tree Coordinators sit amongst the bounty of gifts.

IDG Recycling Program Continues to Expand

During 1994, IDG and Capital Paper Recycling, Inc. have collectively recycled – through the efforts of **Maryann Nichols, IDC**, over 35,000 pounds of high grade paper. This effort has avoided 756 pounds of air polluting effluents and had the following positive effects on the environment:

	1993	1994	Totals:
•Number of trees saved:	174	300	474
•Amount of energy saved:	42,000 kwh	71,200 kwh	113,200 kwh
•Amount of water saved:	72,150 gallons	122,000 gallons	194,150 gallons
•Amount of land fill saved:	31 cubic feet	37.8 cubic feet	68.8 cubic feet

IDG Recycles

"No one cares how much you know... until they know how much you care."
Unknown

IDG CONTINUES TO MAKE FRIENDS WITH THE ELDERLY

Madeleine Spencer and Patrick Gorman, IDC, join the elders for a picnic lunch.

Twice this past year, IDG employees, their friends, and family escorted members from Little Brothers - Friends of the Elderly (LBFE) on one-day excursions to visit the Shorefront Park and Nature Trail in Plymouth, Massachusetts and the La Salette Shrine in Attleboro, Massachusetts.

In August, **Nicole Kassel, IDG; Scott Finlay, NW; Madeleine Spencer, IDC; and Patrick Gorman, IDC; joined volunteers from LBFE and** escorted over 30 elders on a day-trip to the Shorefront Park and Nature Trail in Plymouth. The day included a Chairman's Council sponsored bus trip to the Park and a picnic upon arrival. Later in the day, Madeleine Spencer led the elders in song.

Then again this winter, volunteers **Kassel, Gorman, and Finlay** joined family members and volunteers from LBFE and escorted over 30 elders on a bus trip to the La Salette Shrine in Attleboro. At the shrine volunteers teamed up with elders and escorted them to have a snack, visit the Shrine's gift shop, and finally outside to view the dramatic lighting of the 250,000 Christmas lights.

Little Brothers, Friends of the Elderly is an international non-profit organization committed to relieving isolation and loneliness among the elderly. It continues to offer the opportunity to join with the elderly in friendship.

Patrick Gorman, IDC, serves dinner to a group of elders.

IDG CHAIRMAN'S COUNCIL - ENVIRONMENTAL COMMITTEE

The IDG Environmental Committee, a sub-committee of the IDG Chairman's Council, spent the past year working with the East Coast business units looking for ways to expand environmental efforts. Two initiatives of particular merit are: business unit paper recycling, and the Cans for Cancer campaign.

Help Save A Tree

The paper recycling effort began over a year ago, initiated by IDC's Marianne Deluca and IDG's John Robison. Other units, including CIO, Computerworld, and Network World, have joined the effort. What started as white office paper only is currently expanding to include newspaper as well. The 1994 combined efforts resulted in the recycling of over 35,000 pounds of office paper.

A Nickel At A Time

The Cans for Cancer campaign allows IDG employees to give returnable soda and seltzer cans to support cancer research. Cans for Cancer boxes have been set up at most East Coast business units. Employees place returnable cans in these receptacles and the Cans for Cancer campaign volunteers collect and return these cans. In 1994, CIO, IDG, IDC, Computerworld, and Network World returned cans amounting to more than $1,500.

•Continued On Page 3 •

"I'D RATHER BE WORKING"

Ten Framingham-area teenagers are better prepared to land that all-important first job thanks to the efforts of a group of IDG Human Resources employees.

The "I'd Rather Be Working" program, sponsored by the IDG Chairman's Council, is designed to help young clients of a Framingham, Mass.-based human services agency overcome many of the obstacles encountered in landing their first job. Divided into a series of two-hour modules and running over a period of five weeks, the program covers an array of topics including where to look for a job, how to write a cover letter, what to wear on an interview, how to sell yourself to an organization and how to conduct yourself on the job.

"In addition to an awful lot of great advice and information on how to launch a job search, how to network and how to interview, the participants walked away with some tangible tools including a cover letter, followup/thank you letter and a resume, which many of them had never seen before," noted Executive Assistant/Corporate HR **Matt Somers**, who organized the project.

•Continued On Page 4 •

EAST COAST EMPLOYEES RAISE $30,000 IN FIGHT AGAINST AIDS

IDG employees, family, and friends, gathered on the Boston Common, prior to the Walk.

(From right to left) Jennifer Vetriano, IDC; Laura Hunt, IDC, and Hunt's son, enjoy the Walk and the day.

More than 50 Boston-area IDG employees, their friends, and family participated in the 1994 From All Walks of Life - the AIDS Action Committees annual pledge walk around Boston. Collectively, the group raised more than $30,000, including a $5,000 donation from IDG, which served as a corporate sponsor of the walk for the fifth year.

All told, some 35,000 walkers completed the 1994 10-kilometer pledge walk, raising $3 million for AIDS care and services in the local community.

Once again, awards were presented to employees raising the most money with top honors for the third year in a row going to IDC Assistant to the President, **Madeleine Spencer**, who raised an impressive $6,405. Runners-up **Deb Goldstein**, President of IDG List Services, who raised $1,915, and **Sally Reinfeld**, IDG Group Controller, who raised $1,410.

Nicole Kassel, IDG Corporate Communications, spearheaded IDG's participation in the walk for the fourth year in a row, with **Marsha Acquafresca, IMS; Christine McCarron, CIO; Patty White, Computerworld; Colleen Hurley, ETA; Maureen Preble, IPS; Scott Finlay, Network World; Ellen Sanderson, IDG Research, List Services and the outside sales offices located at 4 Chrysler Road; Linda Belding, PC World Lotus Edition; and Rachel Winett, World Expo;** serving as Team Captains at the business units. All IDG walkers received T-shirts, designed by **Network World**'s **Donna Kirkey**, and water bottle holders.

•Continued From Page 2 •

Looking Ahead

The IDG Environmental Committee looks forward to more successes in 1995. They would like to encourage the expansion of its efforts through the creation of a West Coast wing. Also planned for 1995, is a lunchtime series on environmental issues. The series will begin on or about March 1 with Bob Zimmerman, Executive Director of the Charles River Watershed Association (CRWA). Bob's organization is actively engaged in the Third Harbor Tunnel and Central Artery projects in Boston. The CRWA is also active in local projects ranging from the creation of hiking and biking trails to the monitoring of watershed pollution levels and the exposure of polluters.

If you would like to get involved with the IDG Environmental Committee, or you have an idea for the Committee, please contact any of the committee members or the IDG Chairman's Council.

Current and Future Activities

Operation Winter Coat '95

IDG will be collecting winter jackets from January 30 - February 28 and donating them to the Womans Independance Network, the AIDS Action Committee, and the Wayside Community Programs. There will be a drop box for each business unit in their mail-room.

If you have any questions, please call **Scott Finlay, Network World**, at 508-820-7424 or **Mary Kaye Newton, Network World**, at 508-820-7473.

AIDS Action Committee's Walk-A-Thon

The IDG Chairman's Council will be organizing this year's team of IDG employees, family, and friends to participate in the AIDS Action Committee's 1995 "From All Walks of Life" walk-a-thon, which is being held on Sunday, June 4, beginning from the Boston Common and ending at the Hatch Shell.

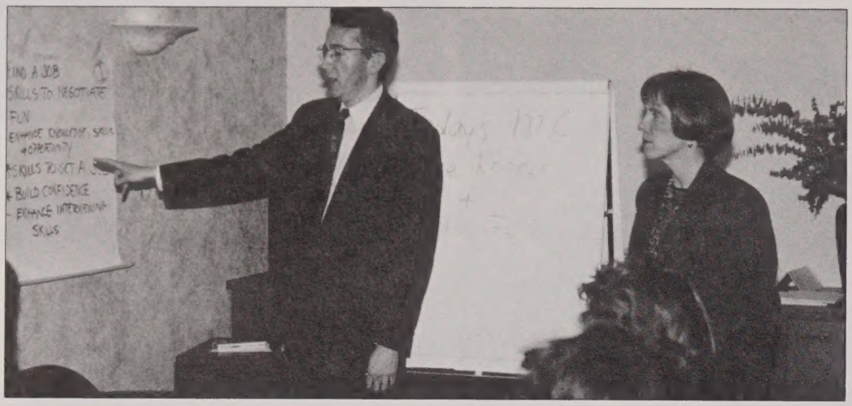
The annual AIDS Walk is responsible for 33% of the AIDS Action Committee's support and since the Walk's first year in 1990, IDG has been one of the largest corporate sponsors.

If you would like to participate as an IDG walker or help to organize a team of walkers at your business unit, please contact **Scott Finlay, Network World,** at 508-820-7424.

IDG - Friends of the Elderly

The IDG Chairman's Council will be sponsoring another bus trip to benefit Little Brothers, Friends of the Elderly (LBFE), tentatively planned for summer 1995. IDG volunteers will be joined by volunteers from LBFE and escort the elders on another enjoyable and scenic bus ride followed by a delicious picnic lunch.

If you think you might be interested in joining the group on the bus trip, please contact **Nicole Kassel, IDG**, at 617-534-1228.



Matt Sommers and Sue Rogers, IDG HR, lead particpants in discussion.

Each of the teenagers also had a chance to participate in three mock interviews conducted by HR personnel. Posing as hiring managers were **Piper Fowler**, **Kelly Lynch**, **Tom Mathews**, **Elaine Ouellette**, Matt Somers and **Danielle Volpe**. Guest speakers **Mel Edmonds**, IDC LAN manager; **Michelle Chase**, credit department office administrator; **John Kelly**, IDG office services supervisor; and **Donna Silva**, desktop publishing specialist; discussed what their jobs entail and the paths that led them to their current positions.

"At a Chairman's Council meeting in the fall of 1993, a discussion arose about how IDG could assist the Wayside Community Program," said IDG VP/Corporate HR **Martha Stephens**. "I suggested that HR could help out the group by sharing our insights and expertise on job hunting. Even though we are all real busy, working together we could contribute a lot. It gives those of us in HR great pleasure in giving of ourselves back to the local community."

Other HR employees participating in the program included **Lori Connolly**, **John Ferris**, **Theo Guest**, **Sue Rogers**, **Debbie Sobin** and **Cheryl Talamini**. "I'd Rather Be Working" is an ongoing effort that was first offered in January 1994 and will be offered again in the spring of 1995.

Metro West H•A•R•V•E•S•T - Food for the Hungry

In November, the IDG Chairman's Council organized IDG's participation in the MetroWest Harvest's "World Food Day" program, a worldwide event to increase awareness in the issues of hunger alleviation and world food security. Volunteers distributed posters and decorated boxes to each of IDG's east coast business units to publicize the drive and collect donated items. A total of 1,185 pounds of food and personal care items were collected. All donations were then sent to the Harvest who distributed them to The Bridge House Shelter, The Food Pantry, and the Pathways Family Shelter.

The IDG Chairman's Council

The Philosophy:

We in business must display our determined effort to do our part in helping solve some of the most serious problems facing our communities, our nation, and our world.

The IDG Chairman's Council, founded in 1993, has the simple philosophy that volunteerism - people helping people and community activism are not merely a part of the answer to the problems facing our communities, but is fundamental to all solutions.

IDG employees are valued for their commitment to philanthropic endeavors outside of the boundaries of the workplace.

The Challenge:

The IDG Chairman's Council recognizes that it is not enough to focus on recruiting more experienced and capable volunteers. We must also have meaningful, challenging, and effective ways for them to become involved. The IDG Chairman's Council meets this challenge by identifying successful, well-managed community agencies and teams IDG's professional resources with those agencies.

The Current Areas of Participation:

- **Youth and Educational Partnerships**
- **Environmental Initiatives**
- **Literacy and Job Training**
- **Health Care/Elder Services**
- **Women's Services**
- **Hunger/Homelessness Programs**

Want to Get Involved?

New members are added to the IDG Chairman's Council on a rotating basis. If you have questions about the Chairman's Council, please feel free to contact Mary Dolaher at IDG at (617) 534-1202 or call a current member. They are:

Bob Callery	**IDC**	**508-820-8269**	**Nicole Kassel**	**IDG**	**617-534-1228**
Mary Dolaher	**IDG**	**617-534-1202**	**Madeleine Spencer**	**IDC**	**508-935-4390**
Scott Finlay	**NWW**	**508-820-7242**	**Martha Stephens**	**IDG**	**508-935-4568**

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY YEARS
Marion Kibbee - IDG
Richard Priante - Network World

THIRTEEN YEARS
Magdalena Axelsen - IDG Denmark

ELEVEN YEARS
Wesley Nihei - Infotainment World

NINE YEARS
Linda Gorgone - Computerworld
Ricardo Castro - IDG Mexico

EIGHT YEARS
Gina Bowman - InfoWorld
Penny Stevens - IDG
Susan Collins - Network World
Brenda Shipman - Computerworld
Nina Mattsoff - IDG Sweden

SEVEN YEARS
Clare Gillan - IDC
Kevin Burns - IDG
Stuart Johnson - Computerworld
Hilary Utley - IDC U.K.

SIX YEARS
Ellen Di Matteo - PC World
Patricia Miller - IDG
Peter Evansson - IDG Sweden
Kent Olofsson - IDG Sweden

FIVE YEARS
Monica Capuzzi - IDG Italy
Lisa Marie Davidson - Computerworld
Ed Ramirez - Macworld
Carmen Liermann - IDG Germany
Carolyn Chown - IDC Australia

FOUR YEARS
Pauline Wortel - IDG Netherlands
Rosa Mª Martin - IDG Spain
Ayako Miyazaki - IDG Japan

THREE YEARS
Bill Hanck - PC World
Sarah Fenton - IDG U.K.
Carol Galea - IDC Australia

TWO YEARS
Loretta Bernini - LINK Resources
Steven Drace - InfoWorld
Adnes Toledo - IDG Venezuela
Elana Varon - FCW Group
Rita Contreras - IDG Mexico

ONE YEAR
Nick Van Cleve - PC World
Faith Lee - Integrated Media
Nicholas Kaufmann - IDC
Amy Nibbi - Infotainment World
Ed Valente - IDG
Rob Guth - Int'l Publishing Services
Johan Schönbeck - IDG Sweden
Dipika Patel - IDC U.K.
Lilian Lieber - IDG World Expo
Doug Arroyo - IDG Books

ADDRESS CHANGES

PC WORLD BELARUS

PC World Belarus **has a new E-mail address. The staff may be reached at:**
editor@km.belpak.minsk.by
The old address (imlab@by.glas.apc.org) is no longer valid.

IMS HONG KONG

IDG IMS in Hong Kong now shares offices with IDG World Expo. The address is:

IDG IMS Hong Kong
Suite 9A2, One Capital Place
18 Luard Road
Wanchai, Hong Kong

Tel: 852-2527-9338
Fax: 852-2529-9956

General Manager Lydia Chan is available on BusinessTalk box: L.Chan.

IDG WORLD EXPO (SHENZHEN)

IDG World Expo (Shenzhen) has relocated to:

Suite 388, Information
Center Building
#1 Tung-Xin Road
Shenzhen 518027
PRC

Telephone and fax:
86-755-224-0047

Trade Show Manager Tracy Zheng may be reached via BusinessTalk box: shenzhen.

PC WORLD UKRAINE
continued from page 1

Zgurovsky, the magazine will appear bi-monthly during its first year of publication. Circulation for the premier issue was 700, with half the issues sold by subscription and half on the newsstand. In 1995 circulation will reach 3,000 copies, Zgurovsky said.

The capital of Ukraine, Kiev celebrated its 1,500th anniversary in 1982 and is home to 2.6 million of the country's 52 million people. More than 70% of the country's publishing activities are centered in Kiev, including those of Comizdat, publishers of *Computer World Kiev*, IDG's first title in the market

PCW Ukraine
19, Panasa Mirnogo Street
Kiev, 252011, Ukraine
Tel: 7044 274 6913
Fax: 7044 274 0954

IDG EVENTS CALENDAR

IDG GLOBAL SUMMIT
February 22-25
Princess Hotel
Scottsdale, Ariz.
Contact: Jennifer Rizzo, MSD
Tel: 617-534-1258

THE NETWORK SHOW
February 22-23
Royal Dublin Society
Dublin, Ireland
Contact: Scope Communications
Tel: 353-1-8303455

MAC SHOPPER SHOW
February 25-26
West Hall, Alexandra Palace
London, England
Contact: IDG Communications
Tel: 44-171-831-9252

MACWORLD EXPO/TOKYO
February 25-28
Makuhari Messe
Chiba, Japan
Contact: IDG World Expo/ Japan
Tel: 81-3-5276-3751

INFOTECH
March 1-2
Congress Center at the
Tel Aviv Fairgrounds
Tel Aviv, Israel
Contact: People & Computers
Tel: 972-3-638-5858

IDC BRIEFING SESSION
March 7
Hynes Convention Center
Boston, Mass.
Contact: Michelle LaJeunesse
Tel: 508-935-4405

COMPUTERWORLD EXPO
March 15-18
Ellerslie Racecourse
Auckland, New Zealand
Contact: IDG New Zealand
Tel: 64-9-377-9902

OBJECT WORLD/BOSTON
March 19-23
Hynes Convention Ctr.
Boston, Mass.
Contact: IDG World Expo
Tel: 508-879-6700

IDC BRIEFING SESSION
March 28
Santa Clara Convention Ctr.
Santa Clara, Calif.
Contact: Michelle LaJeunesse
Tel: 508-935-4405

PC WORLD EXPO/ STOCKHOLM
March 28-30
Stockholm International Fairs
Stockholm, Sweden
Contact: IDG/Expo
Tel: 45-8-453-6182

PC WORLD ASIA/PACIFIC PRODUCT LINE MTG.
March 30-31
Mark Hopkins Hotel
San Francisco, Calif.
Contact: Kelly Milan, PCW
Fax: 415-978-3382

FINANCE FUNCTION MEETING (EUROPE)
April 4-5
IDG France
Paris la Defense, France
Contact: Keith Arnot, IDG U.K.
Tel: 44-171-831-9252

WINDOWSWORLD/MILAN
April 5-8
Spazio MilanoNord
Milan, Italy
Contact: IDG Italy
Tel: 39-2-5801-1660

HI-TECH
April 5-9
Altmpark Expo Center
Ankara, Turkey
Contact: IDG Turkey
Tel: 90-212-279-11-80

TECHNOLOGY MARKET-PLACE
April 6-7
Westin St. Francis
San Francisco, Calif.
Contact: Jennifer Rizzo, MSD
Tel: 617-534-1258

WE WANT YOUR LISTINGS!

In response to employee requests to find out about IDG events well in advance, in the next few weeks *IDG World Update* will include an insert with a lengthy calendar listing. The insert will appear quarterly, although the calendar column will also appear periodically.

The earlier we receive your information, the sooner other IDG business units become aware of possible collaborative opportunities.

Submit listings for IDG-sponsored events including:

- **seminars**
- **conferences**
- **company meetings**
- **shows, etc.**

Send your information to *IDG World Update* via fax: 617-423-0712, interoffice mail, or regular mail: 41 West Street, Boston, Mass., 02111, U.S.A.

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 8 February 20, 1995

WORLDWIDE BUSINESS UNITS TURN IN IMPRESSIVE FIRST-QUARTER RESULTS
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PUBLISHING DISCIPLINE FUNCTION MEETINGS PLANNED FOR SPRING, SUMMER
PAGE 2

ASIAN BUSINESS UNITS WELCOME THE CHINESE LUNAR NEW YEAR
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PCW Danmark Celebrates 10th Anniversary

January issue weighs in as largest PC magazine ever published in Denmark

To mark the 10-year anniversary of *PC World Danmark* last month, the staff rose to an exorbitant challenge and put together the largest PC magazine ever published in the Danish language. With 216 pages and record-breaking ad sales for its January issue, the effort proved well worthwhile.

PC
WORLD
DANMARK
10 ÅRs
JUBILÆUM

The anniversary issue featured both entertaining and highly valuable content. For example, the magazine contained Denmark's first "Top Ten List" rating PC systems in the local market. The list derived from ground-breaking work in *PC World Danmark*'s Test Center and a cooperative effort with Norway's *PC World Norge* and *MikroDatorn* in Sweden.

PC World Danmark also became the first Danish computer magazine to publish an editorial CD-ROM. With a total of more than 250 megabytes of editorial

•CONTINUED PAGE 7•

European Managers Review First-Quarter Results in Barcelona

IDG CHAIRMAN PAT McGOVERN *reviews some paperwork with Managing Director* ***Miheala Gorodcov*** *of Romania.*

DAVID HOOD (LEFT), DIRECTOR OF *internal audit for IDG, makes a point while IDG Austria Managing Director* ***Manfred Weiss*** *listens during a break.*

IDG WORLD UPDATE

Managers from IDG's European publishing offices gathered in Barcelona this month for the winter European Managers Meeting to compare first-quarter results and review areas of mutual interest.

IDG COO **Jim Casella** reported that IDG finished the first-quarter ahead of plan in revenues and profits, while IDG's European publishing operations finished the quarter on plan. He urged the business units to be particularly diligent in watching their page yields to assure that IDG keeps to plan and has another record year.

Jeff Meers, head of the IDG Europe international sales and marketing team, briefed the managers on activities ranging from sales efforts to planning for the European Global Summit, planned for Barcelona May 14-17. By this fall Meers expects to have a full sales staff in place across Europe bringing customers the message, "IDG in Europe: An Unbeatable Competitive Force!"

David Sanders, IDG's director of paper services, made a presentation to the managers about a major study he has conducted on IDG's paper use both in

•CONTINUED PAGE 6•

IN BRIEF

IDG Business Units Off to Great Start in Fiscal 1995

IDG closed its first quarter of fiscal 1995 with operating profits significantly ahead of budget and 32% over the prior year's operating profits for the first quarter. This represents 25% of the company's full-year profit goals for FY95 and compares favorably with the 21% of full-year profits achieved during the same quarter last year.

Congratulations to the following IDG business units that have equaled or exceeded plan for the first quarter of FY95.

UNITED STATES

CIO
Connell Communications
CW Publishing
FCW Group Inc.
IDG Books Worldwide
IDG World Expo Corp.
Infotainment World
InfoWorld
International Data Corp.
LINK Resources
Macworld
Multimedia World
Network World
PC World
PCW Newsletters
PCW On-Line

NON-U.S.

IDG/CI Argentina
IDG/CI Australia
IDG/CI Austria
IDG/CI Brazil
IDG/CI Bulgaria
IDG/CI China Computerworld
IDG/CI Germany Computerwoche
IDG/CI Germany Magazines
IDG/CI Hong Kong
IDG/CI Hungary
IDG/CI Italy
IDG/CI Japan
IDG/CI Japan-Macworld
IDG/CI Mexico
IDG/CI Netherlands
IDG/CI New Zealand
IDG/CI Poland
IDG/CI Singapore
IDG/CI Spain
IDC Australia
IDC Brazil
IDC China
IDC Hungary
IDC Italy
IDC Japan
IDC Netherlands
IDC Scandinavia
IDC U.K.

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, Mass. 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

REMINDER: Please fax your *IDG World Update* surveys to 617-423-0712! Questions? Call 617-423-9030.

Beeper Service Helps U.S. Employees Tie into VAX

U.S. employees who need to be connected to the VAX at 5 Speen Street for access to the financial systems such as TRS, AP, AR and GL, take note: the IDG Financial IS Group has a new beeper service.

The new service, which is effective immediately, allows for better message taking and receiving and has been upgraded to an 800 number. The new number is 1-800-391-7990. When a caller dials the number, there will be a prompt to leave either a numeric message (Option 1) or to speak to a dispatch representative (Option 3). No matter which option is chosen, the IS group will respond as soon as possible.

IDG Sets Dates for 1995 Function Meetings

Finance (Europe)
April 4-5
IDG France
Paris la Defense, France
Contact: Keith Arnot, IDG U.K.
Tel: 44-171-831-9252

Information Services
April 23-27
Hilton Head, S.C.
Contact: Nancy Newkirk, IDG
Tel: 508-875-5000

Finance (U.S.)
April 27-28
Omni Parker House
Boston, Mass.
Contacts: Jayne Enos, IDG
Tel: 508-935-4436
Matt Smith, Comuterworld
Tel: 508-820-8102

Production
April 30-May 1
Morrison House
Alexandria, Va.
Contact: Susan Miller, FCW
Tel: 703-876-5060

Circulation
May 1-2
Chatham Bars Inn
Chatham, Mass.
Contacts: Carol Spach, CIO
Tel: 508-872-8200
Shawne Burke-Pecar, PCW
415-978-3305

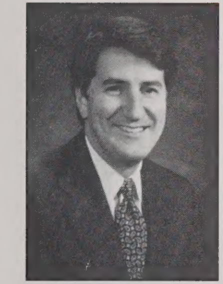
Sales Manager Training
May 8-9
Omni Hotel
Dallas, Texas
Contacts: Jeff Edman, PCW
Tel: 415-978-3259
Martha Stephens, IDG HR
Tel: 508-935-4600

Marketing and Research
May 21-24
Newport, R.I.
Contacts: Kathy Dinneen, IDG Research
Tel: 508-820-8153
Chris McAndrews, MSD
Tel: 415-676-3000

Editorial
July (exact date TBA)
Carmel, Calif.
Contacts: Phil Lemmons, PCW
Tel: 415-243-0500
Adrian Mello, MW
Tel: 415-243-0500

(**Online Services** TBA)

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Global communications networks, like the Internet, make national borders irrelevant in many situations. I know we will each offer country-specific information for our local markets, but what will happen when some of the information we are selling online is the same, e.g., U.S. editions of IDG magazines. Should we have global price parity for common information to avoid "arbitrage" by readers seeking the lowest priced deal? Should we have interconnection agreements between business units so that we link our local country subscribers to, for example, U.S. databases and take a percentage of the fee? How will IDG country operations do business in this "borderless" electronic world?

A It's true that the world is becoming borderless in many ways. Yet experience shows that readers will always seek the information that is most relevant to their needs, and this is more often than not produced by journalists and analysts who have the best understanding of a specific market.

For example, we have sold the U.S. edition of *PC World* or *Macworld* on newsstands outside the U.S. for many years, yet our local language, locally produced publications—and their competitors—have always accounted for the bulk of the market.

At the same time, we should also look at the interconnectedness that you refer to as an opportunity. We should explore ways for information that has global appeal to be sold across borders. At the moment, we do this internally through the IDG Newswire and the distribution of CD-ROMs with the content of the monthly publications. In addition, we are launching a pan-Latin American edition of *PC World*, where there will be content shared across borders, and **Bob Metcalfe** is creating a syndicated column on the IDG Newswire.

The advent of global online services will broaden even further the opportunities for publicly available global information services. While it's too early to fear the risk of "information arbitrage" or set rigid policies for business units to follow, we should support experiments in testing the boundaries of the borderless world.

I heard IDG entered into an agreement with Architext, a search retrieval software company. Why?

Architext is a start-up company that has developed what many consider to be the next generation search and retrieval engine. *InfoWorld* "discovered" the company and **Amanda Hixson** has been helping the company develop its business plan.

When it became apparent that this software has exciting implications that could be applied to online initiatives beyond just InfoWorld, IDG entered into an agreement with the company to use the software in projects such as the initiatives at EMS. Why? Just as we depend on talented graphic designers and art directors to make our publications compelling and accessible, so too must we ensure that interactive versions of our content are just as compelling. But digital information requires a different toolkit than the "analog" information in our publications, and we believe that search technology will be an essential component of that toolkit. Publications—content providers—will be measured on how enjoyable, satisfying and stimulating they make their online offerings, and so building both an expertise and a technology that helps differentiate our content will be an important competitive advantage.

I understand you're on the board of BPA International. What are your responsibilities? What other boards do you serve on?

The Business Publishers Association International Board is composed of representatives from publishing companies, advertising agencies and advertisers. Its purpose is to provide oversight into BPA's auditing practices and to ensure the organization's objectivity in serving the needs of these three constituencies.

While my membership does not help IDG directly — that would be a contradiction of the board's charter — it does help ensure that IDG has a voice in the board's decisions. I try to limit outside board commitments, but will on occasion attend board meetings of, for example, the Magazine Publishers Association.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

IDG Taiwan Celebrates with Annual Year-End Party

THE CIRCULATION DEPARTMENT HOSTED A *very popular fortune-telling and tea house. Above (left to right):* ***Debbie Fan****, circulation assistant;* ***Amanda Lee****, circulation assistant;* ***Irene Chen****, circulation manager;* ***Zoe Lee****, circulation specialist; and* ***Alpha Wang****, circulation specialist.*

IDG Taiwan recently celebrated the end of 1994 with its annual Year-End Party, or *Wei-Ya*, which literally translated means "the last tooth of the year." There are 12 teeth in one year, corresponding to the 12 months. The IDG Taiwan staff began the festivities early in the day with a "fair" held in the office, which consisted of nine booths hosted by the different departments of *Computerworld*, *PC World* and IMS Taiwan. The booths included flea markets, food and game stands, and a fortune-telling/tea house and mini-casino. The party atmosphere continued into the evening with a buffet dinner for all IDG staff and their family and friends.

THE PC WORLD TAIWAN SALES TEAM SET UP *a flea market to sell second-hand clothing. Pictured above are (left to right):* ***Angela Hsieh****, sales assistant;* ***Ann Peng****, account executive;* ***Gina Hsu****, account executive; and* ***Sophie Huang****, sales manager.*

THE CELEBRATION EXTENDED WELL INTO THE EVENING WITH A *buffet dinner at a local restaurant. Above (front to back) are:* ***Claire Lee****, Computerworld editor; and* ***Tiffany Tang****, Computerworld senior editor.*

(LEFT TO RIGHT): IMS MANAGER VINCENT CHEN, COUNTRY *Manager* ***Jack Wang****, and Accountant* ***Isabel Guo*** *help out with the after-dinner raffle.*

ORIGINS OF CHINESE NEW YEAR

Legend has it that in prehistoric times, when the first people settled in the valley of the Yellow River, a monster named Nien would descend from the mountains every 365 days to dine on the inhabitants of the valley.

The people learned to expect this unwelcome visitor and discovered that it was afraid of three things: fire, noise and the color red. On the 364th day after the last attack, the villagers made preparations to scare away the monster. They painted the entrances to their dwellings red, lit fires and put bamboo, which explodes when burned, on the fires. Their efforts were successful, and the monster never returned. Thus was born Chinese New Year.

Today, Chinese New Year continues to be celebrated with lots of noise and lots of red. Red papers with auspicious characters — usually written in gold ink — are hung at the entrances of homes to ward off evil spirits and bring good luck to the household. Firecrackers are also lit to ward off evil spirits. People exchange red envelopes or "Hung Pao" filled with cash, which are intended to bring good luck for the coming year.

Thanks to Helen Chen, special assistant to the chairman at IDG Taiwan, for contributing this information.

Hong Kong Staff Welcomes the Year of the Golden Pig

(CLOCKWISE FROM TOP): GRAHAM MARSH, SYSTEM SUPERVISOR; ***Neil Taylor**, PCW writer; **Katherine Gudgin**, PCW reporter; **Dean Bottorff**, technical consultant; **Veronika Trinkle**, CW reporter; **Emily Gin**, CW reporter; **Natalie Ling**, CW editorial coordinator; **Ian Li**, accountant; **Carmie Granil**, accounts clerk; **Anna Tse**, receptionist; **Angus Lam**, office assistant.*

(CLOCKWISE FROM TOP): ANDY TSANG, SALES MANAGER; ***Molly Leung**, sales manager; **Lydia Chan**, IMS general manager; **Serena Ko**, traffic assistant; **Alice Tam**, assistant accountant; **Regina Keung**, sales manager; **Karman Cheng**, traffic manager; Lam Luk, guest; **Matthew Tam**, advertising sales executive.*

KUNG HEI FAT CHOY!

The IDG Hong Kong office greeted the Year of the Golden Pig at a luncheon celebration on Jan. 30, the day before the start of the Chinese Lunar New Year.

According to Co-Managing Director Micaela de Almeida, such a celebration is a common practice in Hong Kong, with most companies closing early after the meal to allow staff to return home for the traditional *Tuen Nin Fan* feast, which is similar to the Thanksgiving celebration in the U.S.

The three-day holiday is a time for people to be with family and friends — paying respect to superiors and elders — exchanging gifts and "lucky money" also known as "red packets," and, of course, eating. "There are special dishes that have to be included in the main meals," notes Almeida. "In general, the more the merrier, but there will never be seven dishes served, as seven dishes are served only when paying respect to the dead. So, there must always be more or less than seven dishes."

One dish that is a definite must during the holiday period is called *Weng Choi Jau Sou*. It consists of dried black seaweed (which signifies prosperity), dried oysters (which signify good news/market), pigs' knuckles (to bring good luck) and lotus seed root (which portends good luck every year). Other commonly eaten foods during this time include melon seeds, brown sugar cane flour puddings, pistachio nuts (the Cantonese word for these sounds like "to always be smiling") peanuts, Chinese cookies and sweets.

In Hong Kong, notes Almeida, almost everything — from retail stores, to restaurants, factories, and yes, even color separators! — closes down during the New Year celebration. Some local daily newspapers halt publication for several days and most factory workers will have an extended holiday until their bosses choose an auspicious day from the Tung Sing Book (Chinese lunar calendar guide book) to resume operations in the new year.

Thanks to Micaela de Almeida for contributing this information.

PHOTOS BY MELVYN BENNETT

AT LEFT (CLOCKWISE FROM *top): **Micaela de Almeida**, co-managing director; David Wong, guest; **Winsome Chan**, circulation assistant; **Creamy Lo**, PCW designer; **K.W. Kwan**, CW production assistant; **Eric Lam**, art director; **Teresa Lui**, circulation manager; **Vera Chan**, regional sales manager; **Don Tennant**, CW editor. Missing from this picture: **Melvyn Bennett**, co-managing director and luncheon photographer!*

NOTEWORTHY

PROMOTIONS

KOBAYASHI

Masashi Kobayashi, previously vice president and associate publisher of *Macworld Japan*, has been promoted to president and publisher. "Masa's rare talent for managing people, his passions for publishing and the Macintosh, and his strong background in advertising and business will help him lead the *Macworld Japan* team to a very bright and successful future," said former President **David Ushijima**.

NEW EMPLOYEES

Barbara Shuman is *Computerworld*'s newest sales assistant. Barbara earned a BS in marketing from Suffolk University and enjoys music, photography and spending time with friends. In her free time, Barbara also designs jewelry and makes paper.

Patrick McFarlane has joined Infotainment World as an intern in the marketing department. Patrick is pursuing his degree in communications at Santa Clara University and counts mountain biking, water skiing and ceramics among his outside interests.

Jeffrey Heather has signed on as an associate systems support specialist for IDG. Prior to joining the company, Jeffrey was assistant airport manager for the Lebanon, New Hampshire Airport, working to ensure that facilities complied with federal, state and local aviation regulations. He earned a BS in aviation science from Bridgewater State University. In his free time Jeffrey enjoys sports, music, martial arts and time with his fiancé.

Jeffrey Maniff is a senior tax accountant who will be responsible for IDG's federal, domestic and international taxation. Jeffrey most recently worked in a similar capacity at Stride-Rite Corp. He has a BS in accounting from Babson College and in his free time tries to stay fit and keep up with his two chilcren

Electronic Marketplace Systems adds four new employees to its roster. **John Trinkl**, previously managing editor of Worldview Systems, an online travel information company, has signed on as a content development specialist. John has an MA in social psychology from Goddard College and enjoys hiking, gardening and surfing the Internet.

Bo Brock also joins EMS as a content development specialist. Bo earned a BA in American and English Literature from Northwestern University and completed the Radcliffe Publishing Course. Outside the office, Bo enjoys sailing.

Jeremy Sang Kong is a quality assurance specialist. He received a BA in biochemistry from the University of California/Berkeley. In his spare time, Jeremy pursues a number of interests including playing the piano, drums and guitar and singing and snowboarding.

Robert Ramirez is a senior quality assurance specialist who will be responsible for testing EMS's online buying system and other tools. Robert has a BS in computer science from San Diego State University and lists windsurfing, skiing and rollerblading as his favorite outside pursuits.

The PC World Newsletter Division recently hired two new employees. Prior to joining PCW Newsletters as an editor, **Cheryl Magadieu** worked as a copy editor for *PC Week*. A graduate of Emerson College with a BA in print journalism, Cheryl enjoys in-line skating, cross-stitching and swimming.

Jessica Lindheimer is a production assistant whose work will entail layout of a number of the group's publications. Jessica received a BA in sociology from George Washington University where she minored in photography. She enjoys photography, biking and hiking.

TRANSFERS

Shannan Gehring, formerly sales administration manager at InfoWorld, is a Marketplace account executive for *Electronic Entertainment*. Shannan originally joined InfoWorld in 1993 as an account manager working out of the Chicago office, before relocating to San Mateo.

MANAGERS

continued from page 1

the U.S. and in Europe. For the first time, figures have been pulled together on IDG's total consumption of paper, what types of paper are being used, where it is bought, how much is paid and what alternative suppliers are available.

Sanders explained that paper supply is cyclical, and at the moment paper has become scarce and expensive. His efforts at identifying IDG's paper needs and potential suppliers is intended to ensure all IDG publications will have adequate supplies at the best possible prices.

Computerwoche Managing Director **Ralph Peter Rauchfuss** presented to the gathering the launch issue of his new publication, *Computer Seller News*. The magazine uses controlled circulation to reach the rapidly growing reseller market in Germany.

U.K. Managing Director **Richard Hease** also reported on activities in his country; *Macworld* has launched ancillary products and is doing well, while the absorption of Europress into IDG is essentially complete.

IDG WORLD UPDATE

(FROM LEFT) MANAGERS BRUNELLO *Bossi (Italy),* ***Bengt Marnfeldt*** *(Sweden) and* ***York von Hiemburg*** *participate in the "best practices" discussion.*

The directors of the three Global Product Support Centers, **Morten Hansen** for *Computerworld*, **Pat Kenealy** for *PC World* and **Colin Crawford** for *Macworld*, briefed the meeting on their plans to support the product lines worldwide.

The meeting closed with a panel discussion led by Casella on the best business structures for producing IT shows to support publications.

IDG Job Opportunities Update
Monday February 20, 1995

PART-TIME RECEPTIONIST (IDG/C)
The individual in this position will handle switchboard, courier and fax responsibilities for assigned publications. Candidate will greet guests and maintain the reception area. Organizational skills are necessary. A minimum of 1 year reception work on a 10-20 line PBS or equivalent required. Organizational skills are necessary. (20 hours/week)

INSIDE SALES REPRESENTATIVE (WEC)
The ideal candidate will work with the Outside Sales Representative to pursue sales prospects and develop and maintain business relationships which lead to sales of events and products in an assigned sales territory. A minimum of 3 years experience as an inside rep in the IT industry preferred.

ASSOCIATE ANALYST, APPLICATIONS SOFTWARE RESEARCH (IDC)
This position will offer the opportunity to service leading software industry vendors while developing industry analyst experience in a fast paced environment. Desired candidates have strong potential to learn about decision support, transaction processing and client/server applications related software topics. Excellent quantitative analysis, writing, phone and basic computer skills required. Database and statistical software skills a plus.

PART-TIME ADMINISTRATIVE SALES ASSISTANT (IDC)
The individual in this position will provide support to the Sales office. Duties will include: typing, filing, contract administration, mailings, heavy phone work and client interaction. A minimum of 5 years general office experience required. Knowledge of MS Word for Windows and cc:mail necessary.

GROUP OPERATIONS COORDINATOR, COMMUNICATIONS GROUP (IDC)
This position supports 13 analysts, 10 domestic services and one international service. Responsibilities include: client contract processing, client support, client file maintenance, research file maintenance and data entry. Duties will also include making travel arrangements, faxing, tracking and scheduling staff meetings. Knowledge of Paradox, MS Word and e-mail a plus.

DIRECTOR, SERVERS & WORKSTATION DISTRIBUTION (IDC)
The Servers and Workstation Distribution service is IDC's strategic resource of researching all aspects of systems, server, storage and software distribution. Responsibilities will include (1) working with other research services to establish a channels research agenda and manage research delivery; (2) maintain the highest levels of client service and support; (3) building a channels research consulting practice; (4) managing another analyst; and (5) managing the program P&L. A minimum of 10 years experience building and managing channels in the IT industry necessary. BA required.

RESEARCH DIRECTOR, COMMERCIAL SYSTEMS & SERVERS (IDC)
The Research Director will take a lead role in expanding and enhancing IDC's system, servers, and storage market research databases. Candidate will work with a team of 25 analysts worldwide, performing project management, methodology maintenance, and information integrity checking activities. Individual will be expected to contribute to IDC's systems and servers research agenda. A minimum of 10 years industry experience necessary. Knowledge of research and database management issues required. BA degree essential.

PART-TIME SALES SUPPORT ASSISTANT (IDC)
This position will provide general administrative support to Sales Operations and US Administration Managers. Responsibilities will include processing and distributing sales transmittals, tracking orders, preparing 30-60-90 forecasts and monthly reports and acting as back-up support to the President/CEO. Proficiency in Lotus or Excel required.

FLUGELMAN INTERN (CWI)
The individual in this position will work closely with the Special Projects editorial team. He/She will be responsible for gathering data and research used for the surveys of the projects completed by the Special Projects Group. The intern will be involved in the editorial process, including fact checking, reporting, writing and copy editing.

PC SUPPORT ASSISTANT (IW)
The selected candidate will be responsible for shipping and receiving, assisting with daily LAN back-ups, maintaining PC support databases and receiving support requests. Excellent interpersonal and problem solving skills are necessary. Strong DOS, Windows and Macintosh skills are essential. This is a 6-month internship.

ACCOUNTING MANAGER (IDG/B)
Responsibilities in this position will include analysis of monthly balance sheets in coordination with FP&A groups, P&L, close and analysis of all balance sheet accounts. Individual will also establish document policies and procedures for handling business transactions. This position requires a BS/BA in Finance, Accounting or equivalent, CPA or MBA. A minimum of 6 years experience necessary.

IDG Job Opportunities Update
Monday February 20, 1995

FINANCIAL ANALYST (IDG/B)
Ideal candidate will prepare the monthly P&L press reports, annual budgets and reforecasts, pro forma P&L for new titles, prepare reports and graphics for board meetings and provide ad hoc analysis for management. A BS/BA in Accounting, Finance or equivalent required. 5-7 years general finance/accounting necessary. Must be proficient in Excel, Word and dBase.

CUSTOMER SERVICE/SALES ADMINISTRATIVE REPRESENTATIVE (IDG/B)
The individual in this position would be responsible for assisting clients with ordering and processing needs, providing product information and responding to inquiries. Candidate will provide administrative support for the sales area. A working knowledge of FileMaker Pro, Excel and Word/Mac is necessary. General knowledge of office machines and procedures essential. Excellent phone skills are a must.

ASSOCIATE PROJECT COORDINATOR (IDG/B)
The successful candidate will prepare and track all processes throughout the editorial/production cycle, work with layout and graphics to insure consistent quality, resolve problems and arrange schedules. Must be Mac literate. Experience with FileMaker Pro, Excel and PageMaker a plus. Knowledge of book publishing a plus.

PRODUCTION COORDINATOR (IDG/B)
The Production Coordinator will establish production schedules and coordinate all projects into and out of production. Candidate will be responsible for assisting compositors with page layout, editorial and proofreading in addition to other pre-production duties. Requires knowledge of QuarkXPress, PhotoShop, Adobe Illustrator and MS Word for the Mac.

DIRECTOR OF TRADE SHOWS (PCW)
The ideal candidate will manage the sales, marketing, operations and other related activities of the current Multimedia Pavilions. Individual will prepare business plans and as needed negotiate contracts for trade show, road shows and other events. A minimum of 2 years trade show space sales experience required. Excellent communication skills necessary. Knowledge of companies within the multimedia industry helpful.

ADMINISTRATIVE ASSISTANT (PCW)
The individual in this position will perform various marketshare, database and administrative tasks as determined by the account manager and Ad Sales Director. Individual must be proficient in Word for Windows, Excel and database applications. Minimum of 1 year clerical experience required.

BUSINESS ANALYST / PCW ONLINE SERVICES GROUP (PCW)
This position will support the OSG Executive Director and Director of Sales in the identification and execution of potential strategic alliances and partnerships. Candidate should have an interest in publishing and in new media. Strong analytical, spreadsheet and interpersonal skills are necessary. 1-2 years experience with market research, basic competitive analysis and contract drafting and negotiation required. (4-6 month internship)

BOOK EDITOR (IFTW)
Infotainment World Books is looking for an enthusiastic, talented editor to edit books about video and computer games. Candidate will serve as primary liaison to authors in all matters connected with game book projects. Duties include scheduling, development, copy editing and proofreading. English or journalism background required. Magazine publishing experience a plus.

PRODUCTION COORDINATOR / BOOK DIVISION (IFTW)
Successful candidate will assist in the timely and accurate production of the books division. This position requires a minimum of 3 years Mac based DTP experience. Individual must be proficient in QuarkXPress, specifically page layout and text treatment. Familiarity with Photoshop and Freehand essential. Knowledge of prepress and printing a plus.

ASSOCIATE ART DIRECTOR (IFTW)
The ideal candidate should be an individual who invites challenges and is able to produce a high volume of quality design work in a fast-paced environment. A minimum of 3-5 years experience in design type and art direction is required. Must be Mac proficient with Quark, Freehand, Illustrator and Photoshop. A working knowledge of DTP, film processing and web printing essential. Excellent organizational skills a must.

DESIGN ASSOCIATE (IFTW)
The person in this position will coordinate and organize the flow of design materials between editorial and production. Responsibilities will include daily interface with prepress and printer vendors and implementation of established graphic/design standards in areas of typography and design/layouts. Professional art and design background with one year experience in 4-color design required. Mac proficiency essential. Strong knowledge of Quark, Illustrator and Freehand essential.

IDG Job Opportunities Update

February 20, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Executive Assistant / Chairman's Office	Boston, MA	P. Fowler	(508)935-4796
IDG	P/T Paralegal	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Manager	Framingham, MA	S. Brown	(508)935-4099
IDG	IS Manager	Boston, MA	M. Neece	(617)534-1252
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG/C	P/T Receptionist	Atlanta, GA	D. Brown	(404)668-5411
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
CC	Managing Editor / Computer Currents	Berkeley, CA	R. Luhn	(510)547-6800
WEC	Inside Sales Representative	San Mateo, CA	P. Reilly-Lemire	(508)820-8919
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, Corporate Communications	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099
WEC	VP & General Mgr., IT Desktop	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	P. Reilly-Lemire	(508)820-8919
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CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
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NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mailroom Supervisor	Framingham, MA	D. Volpe	(508)935-4192
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NW	Account Executive	Framingham, MA	S. Brown	(508)935-4099
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NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
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IDC	P/T Sales Support Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Administrative Assistant, Sales	Framingham, MA	E. Martin	(508)935-4649
IDC	Group Operations Coord., Comm. Group	Framingham, MA	E. Martin	(508)935-4649
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Dir., Commercial Sys. & Servers	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
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IDC	Research Analyst, Services	Framingham, MA	D. Miller	(508)935-4133
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IDC	Senior Analyst, Comm. Group	Framingham, MA	S. Brown	(508)935-4099
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IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
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CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
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IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
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IDG/B	Production Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222

IDG Job Opportunities Update

February 20, 1995

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IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
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IDG/B	Brand Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Braintree/ Foster City	J. Maroney	(317)596-5222
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City, CA / Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Chicago, IL	P. Levenduski	(415)655-3015
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IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
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IMI	Marketing Coordinator, Promo. & PR	San Francisco, CA	F. Lee	(415)267-1722
IMI	Assistant Editor / Publish	San Francisco, CA	F. Lee	(415)267-1722
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IFTW	Associate Art Director	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Design Associate	San Mateo, CA	F. Mao	(415)286-2518
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IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
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IFTW	Regional Manager / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525

PCW DANMARK

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content, the CD-ROM features a special section containing IDG news as well as a digital version of the 1994 *PC World Product Guide*, an interactive article featuring highlights from *PC World*'s first 10 years, selected shareware, information demos and much more.

1994 also saw the launch of *PC World Danmark*'s Online service and now, less than a year later, almost one-third of the paid subscriber base is hooked up electronically to PC World Online.

The publication's 10th anniversary provided an excellent opportunity for *PC World* to strengthen its position in the Danish computer magazine market. During 1994, several competitors entered the market including *PC Magazine*, published by a Forstmann Little licensee.

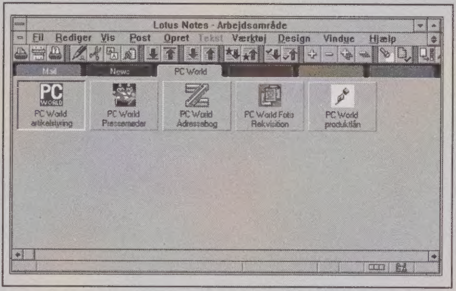
'A great effort from everyone'

"It was a great effort from everyone at *PC World Denmark* to put together such an excellent display of *PC World*'s power and strength with this record-breaking issue," said Editor-in-Chief **Mads A.W. Christensen**. "We're in a highly competitive market, and we are keen to attract more readers and advertisers in spite of increased competition."

In recent months, the total print run of *PC World Danmark* has grown significantly and currently stands at 25,000. Reader surveys indicate a total readership of 120,000. *PC World Danmark* is now published 20 times a year.

PC WORLD DANMARK STREAMLINES EDITORIAL OPERATIONS WITH LOTUS NOTES

PC World Danmark **has embraced Lotus Notes with a vengeance. Not only is Notes used to access the IDG News Service and for E-mail, but the groupware application has now been adopted as the new work environment for all employees at the magazine's editorial offices. Dedicated Lotus Notes databases now assist in the management of the magazine's production workflow.**



All planning of editorial work, articles, illustrations, and layout and production is managed through Lotus Notes. As an article moves from editors to copywriters to layout, its identification resides in Lotus Notes and is updated according to the workflow.

IDG Denmark IT Manager Morten Meilbye developed these databases, which are streamlining the production process by minimizing paperwork and constantly providing staff with up-to-the-minute production status.

"Morten put together our Lotus Notes databases in almost no time. It is obvious that since we started using Lotus Notes, we have gained an advantage in creativity and workflow management," said Mads A.W. Christensen, editor-in-chief at *PC World Danmark*.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Delia Quartey - InfoWorld

TWELVE YEARS
Eric Bender - PC World
Arline Clements - IDC Government

NINE YEARS
John McDonough - Network World

EIGHT YEARS
Mark Sullivan - IDC

SIX YEARS
Ann McCready - IDC
Joanne Pirnik - InfoWorld
Lucy Chaudhuri - IDC U.K.
Graham Penn - IDC Australia

FIVE YEARS
Shirley French - InfoWorld
Patricia Smith - Int'l Publishing Services
Nieves San Roman - IDG Spain
Pilar Tejero -IDG Spain
Kelly Stemp - IDG U.K.
Setsuro Tamai - IDG World Expo Japan
Joanne Davies - IDG Australia

FOUR YEARS
Russell Glitman - Multimedia World
Russell Hoefer - Infotainment World
Christine Gibney - Network World
Bill Reinstein - Network World
Alain Jaspart - IDG France

THREE YEARS
Cristina Brioschi - IDG Italy
John Brillon - Computerworld
Marylo Gomez - IDG Venezuela
Wendy McClure - FCW Group
Paloma Dueñas - IDG Spain
Jerónimo Medíavilla - IDG Spain

TWO YEARS
Diane Hacker-Ajello - PC World
Marcia Newlin - Infotainment World
Joan Kelliher - IDG
Michael Mutrie - Computerworld
Rhona Hamilton - Macworld
Jane Wolff - IDG Australia
Regina Keung - IDG Hong Kong

ONE YEAR
Salvatore Conigliaro - Infotainment World
Christine Grech - Infotainment World
William Meyer - Infotainment World
Lisa Buckingham - Macworld
Henrik Ramstødt - IDG Sweden
Jonas Vestin - IDG Sweden
Christine Power - IDC Australia

CELEBRATING 10

Judy Sutter

HOME: Atlanta, Ga.

JOINED IDG: August 1984 as senior account manager for *Macworld* and *PC World.*

CURRENT TITLE: South East senior account manager, *PCW.*

MOST CHALLENGING PART OF YOUR JOB: Winning market share from the competitive PC publications, which shall remain nameless.

BEST PART OF YOUR JOB: Establishing relationships with IDG's customers and using *PC World* and its resources to help build their businesses.

LATEST ACCOMPLISHMENT: Closing the latest fiscal year one million dollars over quota.

CAREER HIGHLIGHT: Sharing ideas with Pat McGovern at a dinner celebrating my 10th anniversary with the company.

JOINED IDG: Because it provided the challenge of opening the first South East office for *PC World* and building the territory.

WORDS TO LIVE BY: When life is *lived*, our saved up wishes become memories.

FANTASY JOB: Being a foreign diplomat in a different country every four years.

DREAM DESTINATION: A one-year trip around the world.

MOST REWARDING THING YOU'VE EVER DONE: Having my three wonderful children and marrying my present husband.

***PC WORLD*'S JUDY SUTTER RECENTLY JOINED IDG CHAIRMAN Pat McGovern** *for dinner at Atlanta's Ritz-Carlton to celebrate her 10th anniversary with IDG.*

INTERESTS OUTSIDE THE OFFICE: Sailing, tennis, adventurous travel to foreign countries, art, theater, reading and spending time with friends.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS: A corporate culture that respects and encourages individuality, seriously considers employee opinions and ideas and genuinely respects its customers.

MANAGER'S PROFILE: "Judy epitomizes the IDG spirit. She thrives on helping our customers meet their objectives and greets each challenge with incredible enthusiasm."

— Bob Ostrow, eastern advertising director, PC World

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 9

February 27, 1995

MONTHLY LOTUS NOTES UPDATE KEEPS EMPLOYEES IN THE LOOP
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FIVE EMPLOYEES FROM IDG NORWAY CELEBRATE A DECADE OF SERVICE
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Germany Publication Targets Resellers

IDG Germany's Computerwoche division has burst upon the computer reseller scene with two new products: the weekly newspaper *Computer Seller Business (CSB)* and an electronic catalogue of technical information and current computer prices on CD-ROM.

Germany has seen the number of systems dealers in the country grow from 450 to 6,050 during the past 10 years, and the number of computer stores has risen from 220 to 650. The need for information has grown accordingly, and *Computer Seller Business* is filling the void. "The goal is to meet the growing demand for an information and opinion forum for all trading partners," said **Ralph Peter Rauchfuss**, managing director of Computerwoche Verlag.

Beats CMP to the market

A controlled-circulation publication targeted to IT manufacturers, distributors and dealers, *CSB* has a print run of 25,000. It launched as a biweekly on Jan. 20, but will be published weekly beginning in April. *CSB* now faces competition

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IDG Books Branches Out

DR. RUTH WESTHEIMER (FRONT) JOINS (L-R): JOHN KILCULLEN, IDG BOOKS *president and CEO, **Kathy Welton**, vice president and publisher of IDG Books Business and General Reference Group and Eric Tyson and David J. Silverman, co-authors of Taxes For Dummies, at a celebration in New York City. The Business and General Reference Group, launched last July, has already published four titles and has a slew of projects in the works, including a collaboration with Westheimer to publish Sex For Dummies later this year.*

STEVE FRIEDMAN PHOTOGRAPHY

On February 8, IDG Books hosted a reception at the Joan Prats Gallery in New York City to formally introduce and celebrate the early successes of its newest division, the IDG Books Business and General Reference Group. In just seven months IDG Books' fifth publishing arm has already churned out four titles and has more than 10 new projects in the works for 1995.

What distinguishes this division from the rest of IDG Books' operations is its departure from entirely computer-related topics. In the *...For Dummies*™ product line are titles that focus on personal finance, taxes, mutual funds and SATs (college admissions tests).

The division was established in the wake of the extraordinary success of last April's publication of *Personal Finance For Dummies*, which has over 300,000 books in print and has been a Top 10 business book since publication.

Kathy Welton, a 17-year publishing veteran, is the group's vice president and publisher. After graduating from Stanford University, Welton worked as a sales representative for Van Nostrand, selling books to college professors. She was acquisitions editor at Dow Jones Irwin and most recently served as vice president and publisher for the trade divi-

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NOTES UPDATE

This column will appear monthly to address issues related to IDG's adoption of a new Lotus Notes-based global communications system. If you have specific questions you would like answered regarding Lotus Notes, please send them to World Update via fax at 617-423-0712.

What is Lotus Notes?

Lotus Notes is frequently referred to as "groupware" software but is more precisely described as a document-oriented database with built-in E-mail capabilities that lets groups of users share information and work collaboratively across a network. The key to Notes' group-productivity features is its ability to *replicate* information among multiple network servers and remote workstations. This lets multiple users — regardless of their physical location — work on the same documents and databases, while Notes synchronizes the information and reconciles simultaneous updates.

Why Notes at IDG?

Lotus Notes is well suited to the decentralized world of IDG. Servers, databases and address books can all be created and managed locally but can be offered for shared use throughout the company.

OK, so how do I get Lotus Notes?

You must either set up your own Notes server or you can arrange with another business unit to connect to its server for replicating. To connect to another unit's server, you still must install the Notes workstation software. It is available for Windows, OS/2, the Mac and several versions of Unix and costs $99-$250.

You must make sure that your current equipment can run the software. The typical minimum requirement for Windows is a fast 386 with 8MB RAM and 100-200 MB hard disk space. For a Mac you'll need at least a 68030 with 8MB RAM and 80MB hard disk. A Notes server should be a fast 486, with 16 MB RAM and more than 500 MB of hard disk space. The Notes server license costs around $250. You can set up your server and clients so that they can replicate with other IDG servers using ordinary modems or TCP/IP and the Internet.

IDG BOOKS

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sion of Dearborn Financial. Welton has been supported since the July opening by Brand Manager **Stacy Collins**, formerly associate product marketing manager for MacMillan Publishing.

According to Welton, many of the group's books will relate in some way to using computers, as "IT is increasingly pervasive in all parts of our lives." But her group's work will extend beyond that. "In the same way IDG Books' existing books make people feel less intimidated by technology, we're going to make people feel less intimidated by business and general interest subjects," she said.

Tackling new frontiers

IDG Books President and Publisher **John Kilcullen** made the decision to pursue ventures outside the realm of information technology in response to readers' requests for more tips on personal finance, as well as the fact that reseller customers placed preorders for 50,000 units. "Our *...For Dummies* brand has superior brand preference, and we will exploit that preference to satisfy customer needs," he said.

Mutual Funds For Dummies hit bookshelves around the U.S. last week, and its arrival was heralded by an intensive PR campaign in newspapers across the country. The book was also the *Money* Book Club's main selection for February. *Taxes For Dummies*, co-authored by *Personal Finance* author Eric Tyson and David J. Silverman, was released in December with an initial print run of 100,000. Last week the book went into its second printing. *SAT I For Dummies* came out last fall. Initial response from readers and booksellers has been very positive.

With this fast-paced editorial schedule and only two in-house staffers, Welton said her biggest challenge is "staffing up quickly while producing quality products." Her immediate plans include hiring acquisition editors, a managing editor, an associate editor and an executive assistant.

Two titles currently on the front burner are *Time Management For Dummies* and *Parenting For Dummies.* Welton recently signed Tom Hopkins, bestselling author of *How to Master the Art of Selling*, to write *Selling For Dummies,* and her future plans entail exploring electronic publishing, videos and bundling related software with books. "We intend to reinvent the business book and be a leading provider of business and general reference information within the next few years," Welton said.

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Tel: 312-482-8460
Fax: 312-482-8561
Compuserve: 73522,3501
AOL: KAWelton@aol.com

NOTES DICTIONARY

- **REPLICATE: To synchronize two copies of a database between two servers or between a server and a client.**

- **SERVER: A computer that acts as a central storage and processing facility for files, applications and other information. A server is accessed by clients.**

- **CLIENT: A computer that is connected to a server through one of various means such as telephone lines, network connections or the Internet.**

THE ...FOR DUMMIES™ PHILOSOPHY: IT'S WORKING

IDG Books' ...For Dummies™ series attempts to allay readers' anxiety and frustration with a particular subject by poking fun at it with books that are insightful, educational and make learning easy and interesting.

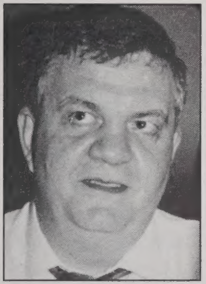
In the almost five years since the publication of *DOS For Dummies*, the first in the Dummies series, IDG Books has published 15 million *...For Dummies* books.

IDG Books has *For Dummies* titles licensed in 25 languages, many of which are local bestsellers.

ON LINE

MELVYN BENNETT &
MICAELA DE ALMEIDA

IDG Hong Kong's co-directors are this week's guest columnists.



Q I think you are the only IDG business unit run by co-directors. How and why did this arrangement come about?

A As the saying goes, "two heads are better than one," and with a combined total of almost 23 years working in the IDG family, the arrangement works very well here. We sat on the previous general manager's left-hand and right-hand side, each with our own different strengths. One of us has a background in sales and finance, the other's experience lies in printing, production and human resources. Micaela is also bi-lingual (English and Cantonese), and we both started our careers in circulation. Those qualities, combined with a shared understanding of editorial integrity and independence, make for a very successful team.

Do you share a management philosophy, and if so, what is it?

It not only sounds nice, but it works! We follow IDG's 10 Corporate Values; we have a great deal of respect for each other; we maintain an open-door communication policy; and we maintain an excellent bottom line in staff. All this goes a very long way in helping to achieve our financial bottom line. We also do not tolerate staff politics as that is not conducive to keeping the team spirit alive and well.

We also remember the concept of the five deadly business sins, i.e., "Customers do not see it as their job to ensure manufacturers a profit. The only way to price is to start with what the market is willing to pay."

How is the approach of 1997 and the return of Hong Kong to Chinese rule affecting the local business climate in general and IDG's operations in particular?

The general business climate is for the 1997 handover to be over and done with and let business carry on. In 1997, the political climate will be a little shaky of course, but the economic climate will not be that greatly affected, and, in fact, the general feeling is business will get better and better from 1998 onward. There are more optimists than pessimists talking about the post-1997 era. Ultimately it's the dollar sign that is the most powerful driving force.

What sort of a competitive environment do *Computerworld* and *PC World* face in the local market?

We are not short of competition at all, which is a very healthy environment to be in. It prevents us from getting complacent and keeps us striving to keep close to our customers — the vendors and readers. We are the only weekly IT publication — in English or Chinese — dedicated to the Hong Kong market. *Computerworld* does battle with the daily newspapers with their weekly IT supplements and far higher circulations, two English daily papers and more than eight Chinese daily papers, not to mention seven English-language regional IT publications.

In addition to the regional publications and the daily newspapers in both languages, *PC World* competes against more than 12 Chinese DOS-based PC monthlies and six Chinese Mac monthlies.

The tricks played by some publishers regarding advertising costs is a problem also. Many publications try and win over our advertisers by offering much cheaper rates than what we charge, free editorial, etc. We stick to our guns and so far are winning the battle, but we must stay alert.

What steps do you take to differentiate your publications from those of your competitors?

To answer the question in one word: respect. This we have achieved by adhering to the IDG Code of Editorial Ethics. Both publications boast excellent editorial teams which generate copy that is respected by readers and vendors alike. We do not publish copy that has been provided by the advertisers or use editorial copy to win advertising dollars. We do not insult our readers by assuming that they cannot tell the difference.

When was IDG Hong Kong established, and how many people are on staff? How many people read *Computerworld* and *PC World*?

We began life in 1983 as a branch office of IDG Asia with headquarters in Singapore and covered nine countries in the region. In January 1986 Hong Kong became the headquarters, and as more IDG operations opened in Asia, we covered fewer and fewer countries until we were down to just Hong Kong, Singapore and Malaysia. In April 1994, decentralization came to our office, and Singapore and Malaysia became independent operations.

We now have a total staff of 32. *Computerworld*, which is 11 years old, has just over 11,500 readers, and *PC World*, now 2 years old, has just over 10,000 readers.

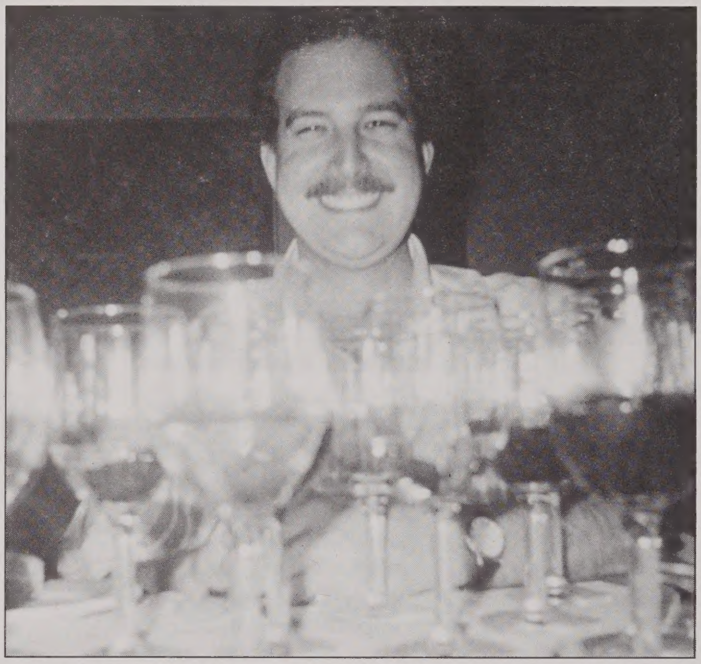
How do you attract and keep good people at IDG Hong Kong?

Approximately 50% of our staff members come from referrals and the other 50% from classified ads. Once an individual comes on board and begins to understand the company and its mission, he or she becomes part of the team and develops the driving force to succeed.

Remembering one of the corporate values about investing in training, we actively support staff efforts to enhance their knowledge and skills and to better understand their jobs and career paths.

OFF SITE

HR's Tom Mathews Amasses a Vintage Collection



IDG'S DIRECTOR OF CORPORATE/INTERNATIONAL HR PROGRAMS *Tom Mathews* *attends wine tastings at least once a month. A typical tasting generally involves sampling 10 to 15 wines.*

What's red and white and spread all over? If you guessed the wine cellar of IDG's Director of Corporate/International HR Programs **Tom Mathews** you'd be right. Rapidly approaching 1,000 bottles, Tom's collection fills not only his own basement but is spilling over into the homes of his mother and brother.

Tom, who began collecting wine almost 10 years ago ("although I've been consuming it a bit longer!" he notes), was in graduate school when he made the transition from Boones Farm and Lambrusco — the drink of his "rebellious youth" — to "fine wine."

"I was drinking primarily Reislings [German white wines], and although I didn't know it at the time, they were from one of the finest German vintages in decades — 1976," he said of his first forays into serious wine tasting.

While at the University of Michigan, where he was earning his MBA, Tom began reading and studying about wine. He also started to attend wine appreciation courses and both formal and informal wine tastings, which he continues to do on at least a monthly basis.

Here a case, there a case

Once he began collecting a paycheck, Tom began collecting wine in earnest. "It began with a bottle here, a bottle there, and now it's a case or three here, a few more cases there," he says with a laugh.

Unlike many collectors who focus on wine of a particular type or from a particular geographic area, Tom is an eclectic collector. "I have all kinds of things in my cellar," he says. "Some white, mostly red. Most bottles are to save for years, but I also buy wine for current and short-term drinking." About half of Tom's collection derives from France, Italy, New Zealand, Australia, Chile, Spain and Portugal; the other half is from the U.S. — mostly California, but increasingly Washington and Oregon. "I like dry wines, and I like sweet dessert wines, so I guess I'm what you'd call a wine generalist," he says.

Special occasions, special friends

Although he claims not to have a most special bottle, he admits to a few "more special" bottles. "I have a '76 Bernkasteler Doctor from Germany, a couple of first and second growth Bordeaux, a port or two, a couple of California's finest Cabernet's [Caymus Special Select, Chateau Montelena, Opus One] and of course, that bottle of Dom Perignon!" Although he says he'll likely save the DP to mark the birth of his first child, many of his other best specimens are opened as they reach maturity. "Sometimes I open them for special occasions," he says, "but more often with special friends, since there are lots more of them."

As to a favorite wine, "I have many favorites," he says, "most of which I cannot afford!" Still, he manages to add to his collection with some regularity. "I buy wine whenever my financial condition allows," he says, "which is really never. So I say what the heck and add a few items monthly."

As director of international HR programs for IDG, Tom's job requires two to three overseas trips a year. Whenever possible, he tries to squeeze in a visit to a local winery. "I prefer the small, out-of-the-way places where I can get a personal tour by the winemaker/owner," he says. "Many of the larger wineries such as Mondavi, Beringer, and Duboeuf do a fine job of educating the consumer. I also recommend a champagne tour for those who have never taken one as it is a bit different from still wine."

Practice, practice, practice

Tom has no trouble keeping his interest piqued. "I love to drink wine, I really enjoy meeting other people who enjoy it, and there is so much to learn. The more I learn about wine, the more I know I don't know!" he says. To keep up, he subscribes to several wine publications, reads books on wine and has cultivated many friends in wine shops and wineries, including California's Napa Valley. "But most of all, I practice, practice, practice," says Tom, who, along with a group of friends, has formed his own wine tasting club. The group, which was created eight years ago when Tom was living in New York City, is dubbed the Metropolitan Wine Club. Its members, who ascribe to the slogan, "We drink any wine, any time," are now scattered across the country, but still manage to meet at least bi-monthly to sample new wines.

Like any hobby, wine collecting is a can be fun for the novice or the expert, Tom says. "There's always more to learn and each year brings a new chest of treasures. Of course, I have to say I believe in moderation or you could end up with a thousand bottles in your cellar!"

TRAVEL UPDATE

Tips for Lifts, Lodgings and the IRS

IRS IMPLEMENTS STRICT GUIDELINES FOR EXPENSE REIMBURSEMENT

When completing expense reports remember that all meals, including those for yourself, must be itemized if over $25.00. Restaurant tearsheets are no longer acceptable by IRS standards and the original receipt is required for meals over $25.00. For those of you using corporate American Express cards, please keep in mind that a copy of the itemized monthly bill is not acceptable; individual receipts are necessary.

IDG GETS OPTIMUM SAVINGS WITH BOSTON COACH LIMOUSINE

To take advantage of maximum savings as a preferred IDG client when calling to make reservations with Boston Coach, (directly or through corporate travel), you will be required to give your three-letter company code and your three-digit department number/cost center number. Effective immediately, the only account number used for direct billing purposes is the 10904 number that is listed in the IDG Corporate Travel Policy.

Monthly bills will be separated by company and sent directly to the individual financial managers. We anticipate our combined volume will offer a discount of 3% to 5% immediately, with a possibility of an increased discount depending on total volume generated.

Boston Coach currently offers service to, from and within Boston; New York; Newark, N.J.; Philadelphia and Washington, D.C.

FIRST-CLASS BOSTON HOTEL ADDED TO IDG NEGOTIATED HOTEL PROGRAM

The Bostonian Hotel is an elegant European hotel located on Boston's Freedom Trail and directly across from Fanueil Hall Marketplace's 125 shops and restaurants. It is just steps from Boston's City Hall, the financial district and the Italian North End.

The hotel features 152 recently renovated guest rooms including 11 suites, the Seasons restaurant — voted 48th in the U.S. by Conde Nast Traveler for outstanding cuisine and atmosphere — and the Atrium piano lounge. Use of The Sky Club, a fitness facility including Nautilus, lap pool and jacuzzi, is complimentary.

IDG's negotiated rate is $175.00 for single or double occupancy.

BOSTON'S LOGAN AIRPORT UNDERGOES MAJOR MODERNIZATION

Logan 2000, the $1 billion-plus upgrade and modernization plan, is finally under way, according to a recent article in *Business Travel News*.

The renovation is expected to take seven to 10 years to complete and will enhance the current facility by adding a new central parking garage, an expanded international terminal, a new Hilton hotel within the terminal loop and an elevated people mover/monorail system to connect the terminals.

In addition, plans are being developed to expand and modernize Terminal A, add a new runway and taxiway and add a third harbor tunnel to the city. Currently the airport is accessible from the city by two highly congested highway tunnels under the harbor, a water taxi operation and Boston's subway system.

Business Travel News quoted the Massachusetts Port Authority as stating that these plans, as well as many others, are an attempt to expand an airport that has outgrown itself. Currently, the Federal Aviation Administration estimates that the airport handles about 24 million passengers per year.

*Corporate Travel Manager **Lyndsey Pomella** contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be reached at 508-935-4093 or BusinessTalk address: L.Pomella.*

Thomas Cook Travel representatives can be contacted at tel: 508-935-4432 (East Coast) or 415-267-1740 (West Coast).

IT TRIVIA

Congratulations to all employees who participated in the IDG "ITrivia" contest in the January 23 issue of *IDG World Update*. **Joanne Oteri** of the Computerworld Database Division, whose name was selected in a random drawing, won a $20 gift certificate to the restaurant of her choice.

The other employees who answered the questions below correctly will receive *IDG World Update* key chains: **Shirley Kohn**,**Gry Aspaas**, **Vibeke Kloth**, **Nazan Wolfe**, **Sabrina Valcarcel**, **Hilal Sala**, **Lonnie Forbes**, **Caterina Campisano**, **Fabiola Franz**, **Patricia DeBiase**, **Linette Vollaro**, **Lisa Humphries**, **Maureen Rondeau**, **Kalan Griffin** and **Deniese Delano**.

1) What IDG company recently teamed up with Walt Disney Co.? **IDG Italy**

2) What country in the former Soviet republic just signed an agreement to publish *PC World*? **Belarus**

3) Where will the newest ComNet Expo be held? **Warsaw**

4) How many stories ran on the IDG News Service in 1994? **15,000**

5) How many publications does IDG have licensing agreements with? **73**

6) Which IDG office recently started its own online service? **IDG Sweden**

7) IDG Netherlands' most recent launch was: ***Net***

8) What is the new name of Emerging Technology Applications? **CD Solutions, Inc.**

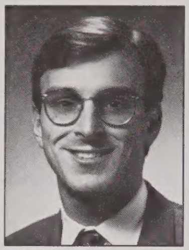
9) How many miles did Pat McGovern travel in 1994? **280,000**

10) How many IDG managers attended the '94 Worldwide Managers Meeting? **110**

11) When will the regional edition of *PC World* debut in Latin America? **May**

NOTEWORTHY

PROMOTIONS

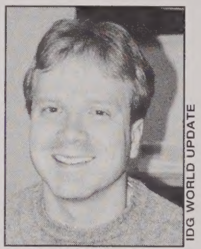


LAUGHLIN

Scott Laughlin has been named director of marketing for *Multimedia World*. Formerly senior research analyst for *PC World*, Scott joined *PCW* in 1992 as special assistant to the president. "The base of enthusiastic multimedia product users and advertisers we serve is growing rapidly," said *MMW* Publisher **Greg Mason**. "Scott's ability to spot trends and synthesize market research with marketing communications will strengthen *Multimedia World*'s position as the premier information provider in its market."

NEW EMPLOYEES

Sherwin Horowitz has joined Integrated Media, Inc. as the Midwest regional sales manager, working out of the Des Plaines, Ill., office. Sherwin worked in a similar capacity at *Hospitals and Health Networks* and was also East Coast sales manager for *Digital Review*. He has a BA in psychology from Rutgers University and enjoys skiing, bowling and reading novels and business books.



IDG WORLD UPDATE

HELLWEG

Eric Hellweg, a new assistant editor for *PC World*, will be working on the *Lotus Edition* and other projects out of *PCW*'s Boston office. Before joining IDG he worked in the production department at Creative Talent, Inc. A recent graduate of Fitchburg State College, where he majored in English and professional writing, Eric spends his off hours playing the guitar and writing.

John Cox, whose IDG career has included stops at *Network World* and *Digital News*, has signed on as a senior editor for *Network World*. Before rejoining the company John worked at *Communications Week* as a senior writer. In his new position, John will work closely with *NW*'s reporting team to cover network apps and client/server computing. He has a BA in political science from Gordon College.

RICCIUTI

InfoWorld welcomes two new employees. Formerly bureau manager for *Datamation*, **Mike Ricciuti** joins *IW* as a senior writer covering database software companies. Mike earned his BS in journalism from Northeastern University and enjoys tennis, music and travel. He was honored recently with the BEST award for exceptional coverage of his beat.

Paul Krill is a senior writer on the networking beat. Previously a senior editor for CMP Publications, Paul earned a BA in communications from William Paterson College. His favorite free-time pursuit is hockey.

COMPUTER SELLER

continued from page 1

from two other reseller publications in the local market, but Rauchfuss feels IDG has achieved a significant advantage by launching ahead of what it views will be its stiffest competition: *Computer Reseller News*, a CMP/ Magnamedia title that will debut in March.

At a press conference marking *CSB*'s launch, resellers noted the importance of addressing recent changes in buyer behavior. "Technology has lost its significance," said one dealer. "What is vital is the value, the function, the benefit and the fun from the point of view of the purchaser." *CSB* is positioned to support the dealer by profiling marketing programs and services that appeal to buyers' interests.

The Computer Business Information (CBI) System, a CD-ROM that contains information about more than 50,000 IT products, is the second component of Computerwoche's outreach to resellers. The project is the outcome of a yearlong collaboration between Computerwoche and C.O.S., a CD-ROM developer.

A demo diskette about the CBI System was enclosed with the premier issue of *Computer Seller Business*, and other demo disks will be included with the issue periodically. The first full CD-ROM was distributed last October to 6,000 industrial customers.

Four-tiered pricing

Products and prices on the CBI System are sorted according to about 1,400 criteria. The updates and delivery systems depend on which of the four-tiered packages a subscriber signs up for; options range from a CD-ROM, updated monthly and without prices for 28 DM (US $19) to a full CD with daily updates via ISDN for 198 DM (US $132).

The best value package for 148 DM (US $99) provides a CD and new information sent through a TV channel each evening. A decoder downloads the data and updates the database. In the morning a subscriber can find the latest information in the database.

Before the CBI System was available, most resellers usually ordered products from just one or two distributors and were never sure whether or not they were getting the best prices for hardware and software. Now, rather than spending hours leafing through 200 to 300 page catalogues, resellers have easy access to rebates, pricing and wide-ranging information about products, manufacturers and suppliers. More than 270 distributors — including Mactrotron, Actebis, Metrologie and Merisel — primarily in Germany are supporting CBI by feeding information about their products and services into the system.

IDG and C.O.S. are considering developing CBIs in languages other than German as well as other electronic catalogues for end users and other branches of industry.

For more information on *CSB* or the CBI System, contact Computerwoche Advertising Manager **Frank Hahn** at telephone 49-89-3-60-86-190, fax 49-89-3-60-86-329.

IDG WORLD UPDATE's Local Loop

FOR SALE

- **Sailboat.** 1992 Catalina 27. Includes three sails, depth finder, compass, knot meter and whisker poles. $6,500.
  - Jackie Nakano, MSD, 415-676-3012

- **Condo.** Oak Ridge in Maynard. Half-hour from Framingham. Eight-year-old townhouse condominium has seven rooms and includes two bedrooms, finished basement recreational room, loft with fireplace and skylight, fully applianced kitchen with gas stove, dishwasher, disposal and trash compactor. Central air, central vacuum and atrium door leading to a "walk off" deck with private rear yard. Lower-level laundry hook-ups and generous storage. Priced to sell at $129,000.
  - Donna Moschella, IDG, 617-534-1218

- **Fashion jewelry**. I specialize in fashion accessory advice and have a great line of affordable jewelry. Call for catalog.
  - Betty Aguirre, Infotainment World, 415-286-2520

- **"So you Wanna Be a Rock 'n Roll Star — a Rock 'n Role-Playing Game."** 108-page, self-contained game book with complete rules for creating and playing rock 'n roll characters and bands in a variety of humorous adventures. Includes sample characters, a rock concert adventure — even a band name generator. Free set of cardstock miniatures with every order. $15 post-paid from Bill Barton Games, P.O. Box 26290, Indianapolis, Ind. 46226-0290.
  - Bill Barton, IDG Books Midwest, 317-596-5237

FOR RENT

- **Cape Cod cottage.** Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower. On private cul-de-sac. $525/week. Call 508-877-3272 or leave a message at 508-877-4313.
  - Val Sanclemente, IDG Paper Services

- **Vacation rental in N.H.'s White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the year.
  - Madeleine Spencer, IDC, 508-935-4390

- **Time-sharing condo in Stowe, Vt.** Mountainside Resort. Available April 16-22. Beautiful mountain views, sleeps six, amenities include heated indoor pool, jacuzzi, sauna, game room. Minutes from Mt. Mansfield. $400 for weekly rental; price negotiable for ownership.
  - Mary Dolaher, IDG, 617-534-1202

- **Village condo at Palmetto Dunes, Hilton Head, S.C.** Two bedroom, two bath, sleeps six. Three-minute walk to beach, golf and tennis on premises. Bike trails and rentals available. Available last week in September and first week in October. $500/week.
  - Judy Sutter, PC World, 404-668-5417

- **Luxury condo located at five-star resort in Orlando, Fla.** One mile to Disney World. Near Sea World, Wet 'n Wild, Universal Studios. Sleeps four, has fully equipped kitchen, two baths, jacuzzi, laundry and all appliances. Paddleboats, fishing, tennis, children's activities on-site. Much more! Bring the kids! Available week of Nov. 11-18. Other weeks might be possible. $135/night.
  - Michael Siggins, CIO, 508-935-4458

WANTED

- **A pint of your blood**! Framingham-area employees: IDC is sponsoring a blood drive on Monday, March 27 in the Sullivan Board Room at its 5 Speen Street offices. Donations are urgently needed! Please call Janet Nixon at 508-935-4748 to sign up for an appointment.

- **Old chairs, lights, theater equipment.** Cambridge-based improv comedy group (ImprovBoston) is in need of these items for its soon-to-be-empty theater. I am a member of the troupe and hoping someone has the odds and ends we need!
  - Brooke Burton, CIO, 508-935-4519

- **Looking for an inexpensive condo in San Francisco.** Let's make a deal!
  - Jay Lampus, MSD, 415-676-3003

SERVICES

- **Holistic massage therapy in your home.** Gift certificates available. $55/hour. Contact Cherokee at 508-380-3241.
  - Martha Stephens, IDG, 508-935-4568

CHILDCARE

- **Licensed family day care in safe, loving home in Stow, Mass**. Playroom, arts & crafts, field trips and more. Hours are 7am-6pm; full- and part-time slots available; very reasonable rates. Call Michelle at 508-562-5077.

-Kenneth Fuller, IDG Credit, 508-935-4232, 508-562-5077

BIRTHS

- **Wayne Silverman** (*PC World*) and his wife Karen welcomed daughter Marissa Gayle on Jan. 1. Marissa weighed in at 6 lbs. 13 oz. and was 19 inches long.

Send your ads in by March 21 in order for them to appear in the March 27 issue!

IDG WORLD UPDATE's Local Loop

The *Local Loop* is inserted monthly in *IDG World Update* and circulated to all U.S. business units. If you have items for sale or rent, items you would like to buy or services to offer or services needed, fill out the coupon below.

Ads should include the following information:

- A short description of the item, service, or rental property
- The price
- Your name, business unit, and telephone number

Marriage and birth/adoption announcements may also be submitted.

Information should be sent directly to the editors of the *IDG World Update* via interoffice mail, fax: 617-423-0712 or mailed to:

IDG World Update
41 West Street, 7th Floor
Boston, Mass. 02111

Any questions? Call 617-423-9030.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

February 27, 1995

From all walks of life®
The AIDS pledge walk

TO: All IDG East Coast Employees

FROM: Walter Boyd
Jim Casella

SUB: 1995 AIDS Pledge Walk

Once again this year, the IDG Chairman's Council is supporting The AIDS Pledge Walk, the AIDS Action Committee's annual fundraising walk-a-thon that raised an estimated $2.8 million in 1994 for the continued research, education and health care of HIV- and AIDS-stricken individuals.

Thanks to the participation and pledge-seeking efforts of so many East Coast employees, IDG raised over $30,000 for the AAC last year. This contribution, as well as those made the last five years of IDG's involvement with the walk, contributed greatly to the AAC's overall efforts and has helped move along the AAC's 10-year-old battle against this catastrophic disease. The AAC has raised more than $17 million since the first walk in 1985, and these contributions have helped fund over 90 other organizations in Eastern Massachusetts responsible for the treatment of HIV and AIDS.

As you know, each year the statistics documenting the spread of AIDS grow increasingly more alarming. Fortunately, the participation of IDG employees also continues to increase with each passing year. We would like to impress upon you the importance of carrying on this tradition by encouraging you to walk on Sunday, June 4th in Boston for the AIDS Action Committee's 10th annual walk-a-thon event.

Best personal regards,

Walter & Jim

P.S. Scott Finlay of *Network World*, who is coordinating IDG's participation in the Boston walk this year, is looking for a team captain to represent each business unit. The team captain recruits walkers, distributes information about the walk, hands out T-shirts and collects pledge sheets from participants. If anyone is interested in being a team captain, or has general questions about the AIDS Pledge Walk, call Scott at 508-875-6400.

IDG Job Opportunities Update
Monday February 27, 1995

ASSOCIATE ANALYST, DEMAND-SIDE RESEARCH: ENTERPRISE COMPUTING (IDC)
This is an opportunity to service leading software and hardware industry vendors and large end-users while developing industry analyst experience in a challenging and customer-driven environment. Desired candidates have strong potential to learn about demand-side research and the analysis of quantitative survey results. Individual must excel at supporting customers who need information on a diverse set of topics such as; decision support, transaction processing, client/server and other distributed computing topologies. Excellent communication skills necessary. Solid command of PC computing skills (word-processing and spreadsheet) required. Database and statistical software skills a plus.

WESTERN REGIONAL SALES MANAGER (CWI)
Computerworld's Client/Server Journal has a newly created opportunity for a seasoned sales professional covering the West Coast territory. A minimum of 5-7 years successful advertising sales experience within the high tech community required. Excellent communication skills necessary. Presentation skills a must. Travel required.

SENIOR WRITER (CWI)
Computerworld's editorial department is looking for a senior writer to work out of the Burlingame, CA. office. Responsibilities include producing usable news and technical section copy on a weekly basis. Candidate should have a minimum of 3 years professional journalism experience. Proven reporting skills essential. Travel required.

RECEPTIONIST (IDG/B)
The individual in this position will perform front desk responsibilities including greeting customers, job candidates and answering phones. Duties will also include data entry, meeting preparation and administrative support for the Human Resources department. A minimum of 1 year experience with multi-line phone system required. Customer service experience a plus. Candidate must be computer proficient (Excel preferred).

ASSISTANT EDITOR (PC WORLD ONLINE)
The individual in this position will be responsible for creating and editing online content, supervising online contributing editors and interacting with online readers. Excellent editorial skills and knowledge of PC based hardware and software required. Prior Online experience essential.

ASSISTANT EDITOR - REVIEWS (PCW)
The successful candidate will be responsible for researching, writing, editing and assigning review articles. Individual will also be responsible for articles in other sections of the magazine. Candidate will represent the magazine at meetings and tradeshows. Excellent writing and editing skills required. Strong project management and interpersonal skills essential.

PERFORMANCE ANALYST (PCW)
The individual in this position will develop and perform tests and analyze and prepare results for a variety of PC hardware and software products. Qualified candidate should possess a thorough understanding of microcomputer technology, including printer, monitor, or modem technologies. Expertise in a PC hardware and business software environment necessary. Excellent communication skills required.

TEST CENTER COORDINATOR (PCW)
The individual in this position will be responsible for shipping, receiving and tracking inventory evaluation loan products for the PC World Test Center. Duties will include setting up PC systems for testing. Candidate must have a solid understanding of PC components and basic trouble-shooting skills. Excellent communication skills required. Attention to detail a must.

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/CWDD/IDG Boston	Susan Perry	(508)820-8160
RTI	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services	Mary Cornetta-Brown	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/T.I.S. Corp./LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
	Elizabeth Martin	(508)935-4649
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC	Piper Fowler	(508)935-4796
FCW/IDC Gov't	Elaine Ouellette	(508)935-4605
IMS/ETA	Theodora Guest	(508)935-4766
WEC	Patty Reilly-Lemire	(508)820-8919
	Theodora Guest	(508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
IDG Peterborough/TMP	Kristen Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
	Christine Selfridge	(415)978-3185
IMI/Publish/Advanced Systems	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Pat Levenduski	(415)312-0622
	Jamie Maroney	(317)596-5222
	Pam Shelley	(317)596-5259

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
IDG	Executive Assistant / Chairman's Office	Boston, MA	P. Fowler	(508)935-4796
IDG	P/T Paralegal	Framingham, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Manager	Framingham, MA	S. Brown	(508)935-4099
IDG	IS Manager	Boston, MA	M. Neece	(617)534-1252
IDG	VP - Finance	Boston, MA	M. Stephens	(508)935-4568
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG/C	P/T Receptionist	Atlanta, GA	D. Brown	(404)668-5411
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/IMS	Assistant to the President	Framingham, MA	S. Merchant	(508)820-8203
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
WEC	Inside Sales Representative	San Mateo, CA	P. Reilly-Lemire	(508)820-8919
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, Corporate Communications	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, International Sales	Framingham, MA	S. Brown	(508)935-4099
WEC	VP & General Mgr., IT Desktop	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Mailroom Supervisor	Framingham, MA	D. Volpe	(508)935-4192
NW	Account Executive	Framingham, MA	S. Brown	(508)935-4099
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Research Director, Workstations	Framingham, MA	S. Brown	(508)935-4099
IDC	Associate Analyst, Demand-Side Rsch.	Framingham, MA	D. Miller	(508)935-4133
IDC	Assoc. Analyst, Appl. Software Rsch.	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Sales Support Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Administrative Assistant, Sales	Framingham, MA	E. Martin	(508)935-4649
IDC	Group Operations Coord., Comm. Group	Framingham, MA	E. Martin	(508)935-4649
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Dir., Commercial Sys. & Servers	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
IDC	Sr. Analyst, App. Dev. Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	P/T Administrative Assistant, Pub.	Framingham, MA	E. Martin	(508)935-4649
IDC	Graphic Design Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Marketing	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Sales Representative	DC / MD / No. VA	T. Calamaro	(610)449-3490
FCW	Test Center Director	Falls Church, VA	C. Marsan	(703)876-5123
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Burlingame, CA	S. Perry	(935)820-8160
CWI	Flugelman Intern	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	Managing Editor, Custom Publications	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
TMP	Reviews Editor / DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Receptionist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Test Developer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters / Senior Writers (2)	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	News Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Customer Service/Sales Admin. Rep.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015

IDG Job Opportunities Update

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IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Associate Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Executive Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv. & Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Boston, MA & Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l. Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Assistant Editor, Reviews	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Performance Analyst	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Test Center Coordinator	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Director of Trade Shows	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW	Business Analyst/Online Services Group	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Senior Editor, Reviews	San Francisco, CA	C. Barr	(415)974-7364
PCW	Marketing Assistant	San Francisco, CA	S. Laughlin	(415)978-3329
PCW	Assistant to the Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW	Sales Account Manager	TBD	I. Kane	(617)439-0064
PCW	Senior News Editor	San Francisco, CA	R. Glitman	(415)978-3195
PCW	Director of National Accounts	TBD	J. Edman	(415)978-3250
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Business Manager	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW/MMW	Associate Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW/MMW	P/T Administrative Assistant	Rosemont, IL	V. Bonney	(708)827-4439
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW/NC	Circulation Coordinator	Boston, MA	L. Connolly	(508)935-4791
PCW	Director, MIS	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Administrative Assistant (2)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Book Editor	San Mateo, CA	W. Knibbe	(415)286-2542
IFTW	Production Coordinator/Book Div.	San Mateo, CA	L. Kavish	(415)286-2586
IFTW	Associate Art Director	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Design Associate	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Sales Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
IFTW	Associate Editor / E2	San Mateo, CA	F. Paul	(415)286-2550
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTY-ONE YEARS
Patrick McGovern - IDG

EIGHTEEN YEARS
Diane Martin - CIO

SIXTEEN YEARS
Walter Schönberger - IDG Germany
Thomas Monahan - Computerworld

FIFTEEN YEARS
John Dix - Network World

THIRTEEN YEARS
Mary Ann McAuley - IDG Research Svcs.
Francisco Zabala - IDG Spain
Ricardo Goncalves - IDG Brazil
Frederick Losapio - Computerworld

TWELVE YEARS
Lucy Sheehan - IDG

ELEVEN YEARS
Susanne Schulze - IDG Germany

TEN YEARS
Rachel Parker - InfoWorld

NINE YEARS
Christine Cavelle - IDG France

EIGHT YEARS
Eleni Brisbois - Network World
Jane Lagas - Macworld

SEVEN YEARS
Eve Lieberman - IDG
Grace Castro - InfoWorld
Miklos Cocron - IDG Germany

SIX YEARS
Carol Hildebrand - CIO
Evilee Thibeault - Network World
Marjorie Baer - Macworld
Fatima Ruiz del Olmo - IDG Spain
Ursula Istavrinos - IDG Germany
Pat Miller - IDG
Martin Fälström - IDG Sweden
Cynthia Berger - Computerworld
Livia Babbitt - Computerworld
Shelly Aronson - Computerworld

FIVE YEARS
Kathy Poppenhagen - Macworld
Sharon O'Brien - Computerworld
Carlos de la Iglesia - IDG Spain
Thomas Wilms - IDG Germany
Péter Kincses - IDG Hungary
Kirsten Bæk - IDG Denmark
Sabine Terras - IDG France
Roger Bataillard - IDG Switzerland
Peter Hugelshofer - IDG Switzerland

FOUR YEARS
Cathy O'Leary Hayes - CIO
Brad Bass - FCW Group
Dalia Schwartz - Macworld
Leslie Gibby - IDC Government
Shohei Nishida - IDG Japan
Katrin Klein - IDG Germany
Reinhard Prasse - IDG Germany
Monika Schalwat - IDG Germany
Agnes Karácsony - IDG Hungary
Berit Ellegaard - IDG Denmark
Christine Le Touche - IDG France
Lennart Häkansson - IDG Sweden
Kristin Kueter - InfoWorld
Heidi Broadley - Computerworld

THREE YEARS
Frances Whalen - IDG Research Svcs.
Jay Lampus - IDG Marketing Services U.S.
John Ferris - IDG
Allen Grome - IDG
Bob Metcalfe - IDG
Jim Casella - IDG
Teresa Lin - IDG Hong Kong
Elga Legranzini - IDG Italy
Jack Wang - IDG Taiwan
Erivelto Oliveira - IDG Brazil
Lourdes Gomes - IDG Brazil
Jimmy Yu - IDG Singapore
Per Söderström - IDG Sweden
Stefan Sundin - IDG Sweden
Steve Stamates - InfoWorld

TWO YEARS
Kouichi Morizawa - Macworld Japan
Susan Marrone - IDG
Jacqueline Migell - PCW Newsletters
Carrie Hurley - CD Solutions
Alexandra Di leso - Macworld
Carlos Perez - IDG Spain
Rika Yoshino - IDG Japan
Naohito Kato - IDG Japan
Christa Berger -IDG Germany
Renato Gelforte - IDG Italy
Amanda Lee - IDG Taiwan
Sandra Damas - IDG Brazil
Valdecir Souza - IDG Brazil
Glen Myles - IDG Australia
Mary Breidenbach - IDG Books
Lars Bennetzen - IDG Denmark
Marie Karlsson - IDG Sweden
Anders Larsson - IDG Sweden
Marie Söderqvist - IDG Sweden
Jocke Sahlström - IDG Sweden

ONE YEAR
Resa Altsher - CIO
K.W. Kan - IDG Hong Kong
Lydia Chan - IDG Hong Kong
Ian Li - IDG Hong Kong
Tina Anagnostis - IDG World Expo
Catherine Peddie - Infotainment World
Michelle Grabon - Computerworld
Stanley Lee - IDC Singapore
Tan Heng Meng - IDC Singapore
Maggie Saunders - IDG Australia
Nazan Wolfe - IDG Books
Andy Cummings - IDG Books
Susanne Wessel - IDG Denmark
Emmanuel Alexandre - IDG France
Åsa Granqvist - IDG Sweden
Lisa Nilsson - IDG Sweden
Ross Owens - InfoWorld
Paul Tyler - InfoWorld
Jaikumar Vijayan - Computerworld
Jens Stark - IDG Switzerland
Christian Werner - IDG Switzerland

SUGGESTION BOX

We want to hear from you! The *Update* staff welcomes news, feature ideas, "On line" questions and comments from all employees.

Please address correspondence to: *IDG World Update*, 41 West Street, 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030) fax (617-423-0712) or BusinessTalk mailboxes: P.Winn, P.Smith or S.Noyes.

CELEBRATING 10

Five in Norway Honored for a Decade of Service

Asked if he thought in August 1984 that he'd be with the company 10 years later, Managing Director **Morten Hansen** is quick to say "yes!" His responsibilities also include heading up the Computerworld/InfoWorld Global Product Support Center. During his tenure, IDG Norway has grown to be the market leader and one of the country's major publishing houses. Morten said the best part of his job is his "fantastic colleagues" and the fact that "every day is different — new orders, new competitors and new business opportunities."

"Selling is not only talking but listening." Those are Marketing Director **Thomas Bergerskogen**'s words to live by, and he's followed them since joining the company in April 1984. The best part of Thomas' job has always been "selling and seeing how the other salespeople sell and develop themselves." His latest accomplishment was working out a deal with Scandinavian Airlines to add *Computerworld Norge* to their selection of in-flight newspapers. In his free time, Thomas enjoys downhill skiing, motor cross racing and working on his house.

She was looking for a job and her sister worked for IDG at the time, so **Bjõrg Elin Brodersen** joined the company as a sales secretary in November 1984. "I thought it [the company] looked all right...*and it is!*" she said, noting how much she enjoys the warm, collegial atmosphere in the office. Today, as an accounting assistant, her dedication to finding ways to keep losses low led her to being named "Colleague of the Year" at IDG Norway for 1994 and earned her a "Chairman's Achiever" nomination in January. After hours, Bjõrg Elin looks forward to spending time with her three children, walking in the woods with their dog and swimming.

In May 1984, at the age of 18, **Lars Egil Saetrang** remembers finding a "fantastic job opportunity" testing home computers and software for the newly formed IDG Norway. Now the administration manager, Lars still enjoys the interesting challenges his job poses. Handling internal and external financial reporting, managing the administrative staff and suggesting new ways to improve the company are just some of his duties. Outside of his IDG life, Lars is a "telecommuting" student at a local business school. He and his wife are eagerly awaiting the birth of their first child in just a few weeks.

Juggling isn't among **Tone Wolmersen**'s hobbies; she does enough of that as manager of circulation, subscriptions and customer service. Tone, rather than an outside consultant, also manages new software and changes to the circulation programs. Since she joined IDG as a subscription secretary in January 1985, "the company's rapid growth has meant that my job has not become a routine; there have always been new challenges to take on." In her free time, Tone enjoys relaxing with family and friends, listening to music and going to the movies.

LAILA CARLSEN

IDG CHAIRMAN PAT McGOVERN RECENTLY HOSTED A LUNCH *for IDG Norway's 10-year celebrants at Oslo's Theatercafeen, the oldest cafe in Norway. (Front, from left)* ***Thomas Bergerskogen, Lars Egil Saetrang.*** *(Back, from left)* ***Tone Wolmersen,*** *Pat McGovern,* ***Bjõrg Elin Brodersen*** *and* ***Morten Hansen.***

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

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• SPECIAL ISSUE •

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG: Who Are We?

INTERNATIONAL DATA GROUP

IDG COMMUNICATIONS (PUBLISHING)

IDC (RESEARCH)

IDG WORLD EXPO (EXPOSITIONS)

IDG BOOKS WORLDWIDE

OTHER BUSINESS UNITS

- ACCOUNTING
- CD SOLUTIONS INC.
- CW DATABASE DIVISION
- CORPORATE CREDIT
- CORPORATE LEGAL
- CORPORATE TAX
- CORPORATE TRAVEL
- ELECTRONIC MARKETPLACE SYSTEMS
- EXECUTRAIN
- IDG ASIA
- IDG HUMAN RESOURCES
- IDG LIST SERVICES
- IDG MARKETING SERVICES
- IDG PAPER SERVICES
- IDG RESEARCH SERVICES
- IDG TELECOMMUNICATIONS
- INFORMATION SERVICES
- INTERNATIONAL PUBLISHING SERVICES
- RESPONSE TECHNOLOGIES INC.

Who are we? We're publishing. With more than 233 newspapers and magazines in 65 countries around the world, we're the world's premier provider of IT information.

We're market research and analysis. With over 40 offices around the world, IDC is the leading supplier of IT market research and analysis.

We're computer expositions. IDG World Expo is a worldwide sponsor of leading IT trade shows and conferences, currently offering in excess of 70 events each year.

We're books. With more than 100 titles currently translated in over 24 languages, IDG Books Worldwide is a recognized powerhouse in the IT book publishing field.

Who are we? We're training and CDs, we're newsletters and online services, but most of all, we're people — more than 7,200 of us in offices across North America, Latin America, Europe, Africa, Asia and the Pacific Rim. Every day, all around the world, IDG employees are delivering IT industry data — in many different forms — to vendors, corporate users, and individuals in small offices or at home.

This issue of *IDG World Update* is designed to give employees a glimpse of IDG's vast presence around the world and the functions of the company's major business operations. It is not intended as an exhaustive description of every functional activity in each division.

THE NAME GAME. ***One-hundred and seventy-one IDG employees are pictured on these pages. An IDG backpack awaits the person who can correctly identify the most people. See insert for details.***

PUBLISHING

IDG publications in print as of February 1995. Newsletters and books are not included. Offices in countries listed are wholly owned subsidiaries, e.g. IDG Argentina and IDG Australia. Licensees and joint ventures are identified as follows:
*** = licensee**
**** = joint venture**

UNITED STATES

Falls Church, Va.
(FCW Group, Inc.)
- *Federal Computer Week*

Framingham, Mass.
(CIO Communications)
- *CIO*

(Computerworld, Inc.)
- *Computerworld*
- *CW Client/Server Journal*

(Network World, Inc.)
- *Network World*

Peterborough, N.H.
(TechMedia Publishing)
- *Amiga World*
- *Digital Video*

(Connell Communications)
- *DOS World*
- *Maximize*
- *Cable in the Classroom*
- *CD Review*
- *Game Hits*
- *Video Event*

San Francisco, Calif.
(Integrated Media, Inc.)
- *Advanced Systems*
- *Publish*

(Macworld Communications)
- *Macworld*

(PC World Communications)
- *PC World*
- *Multimedia World*

San Mateo, Calif.
(Infotainment World)
- *Electronic Entertainment*
- *GamePro*
- *SWATPro*

(InfoWorld Publishing Corp.)
- *InfoWorld*

ARGENTINA
- *Computerworld*
- *Infoworld*
- *PC World* (May '95)

AUSTRALIA
- *Computerworld*
- *Macworld*
- *Mobile Business Australia*
- *Network World*
- *PC World*
- *Reseller*
- *Computer Living*
- *The Computing 100*
- *The Macworld Product Guide*
- *The PC 50*
- *The Software 50*

AUSTRIA
- *Computerwelt*
- *PC Test*

BELARUS*
(ZAO Kompyuterny Mir)
- *PC World* (April '95)

BELGIUM*
(Diligentia Business Press)
- *Data News*

BRAZIL
- *Anuario de Informatica* (annual buyer's guide)
- *Connections*
- *Computerworld*
- *Macworld*
- *PC World*
- *Publish*

BRAZIL*
(Comunicações, Lazer e Cultura)
- *Super Game*
- *Game Power*
- *SwatPro*

BULGARIA**
(IDG Technika Communications)
- *PC & MacWorld*
- *Networkworld*
- *Computerworld*

CANADA**
(Laurentian TechnoMedia)
- *CIO*
- *ComputerWorld*
- *Reseller World*
- *Info Canada*
- *Network World*

CARIBBEAN*
Dominican Republic, Puerto Rico
(Trejos Hermanos Sucesores)
- *PC World* (May '95)

CENTRAL AMERICA*
Guatemala, Honduras, El Salvador, Nicaragua
(Trejos Hermanos Sucesores)
- *PC World* (May '95)

CHILE*
(Publicaciones en Computacion Ltda.)
- *Computerworld*
- *PC World* (May '95)

COLOMBIA*
(CW/PCW Inviarco Ltd.)
- *Computerworld*
- *PC World*

COSTA RICA*
(Trejos Hermanos Sucesores)
- *PC World*

CZECH REPUBLIC
- *Computerworld*
- *Elektronika*
- *PC World*

DENMARK
- *Communications World*
- *Computerworld*
- *Computerworld Focus*
- *PC Produkguide* (annual)
- *PC World*
- *Windows World*
- *Macworld*
- *Tech World*

ECUADOR*
(Ediworld, Ltda.)
- *PC World*

EGYPT*
(Wafai & Associates)
- *Computerworld Middle East*
- *PC World Middle East*

FINLAND*
(Oy Talentum Ab)
- *MikroPC* (PCW)
- *Tietoverkko* (NW)
- *Tietovikko* (CW)

FRANCE
- *Distributique*
- *InfoPC*
- *Golden*
- *Le Guide du Monde Informatique* (annual)
- *Le Monde Informatique*
- *Reseaux & Telecoms*

GERMANY
(IDG Magazines Verlag)
- *Macwelt*
- *PC Welt*

PUBLISHING

GERMANY
(Computerwoche Verlag)
- *Computerwoche*
- *Computerwoche Focus*
- *Computerwoche Extra*
- *I/M Information Management*
- *Computer Seller Business*

GERMANY*
(Medienberattung und Verlag Limbach)
- *GamePro*
- *Electronic Entertainment*

GREECE*
(Geniki Ekdotiki Typou)
- *Publish & Macworld*

GREECE*
(Delta Graph)
- *GamePro* (April '95)

HONG KONG
- *Computerworld*
- *PC World*

HUNGARY
- *PC & Mac World*
- *Computerworld Szamitastechnika*
- *PC-X Magazine*

INDIA*
(Media Transasia India, Ltd.)
- *Computers and Communications* (CW & PCW)

INDONESIA*
(Pt Jawa Media Komputama)*
- *KompuTek Computerworld*

INDONESIA*
(PT Sarana Informatika)
- *InfoKomputer* (PCW)

IRELAND*
(Computerscope)
- *ComputerScope* (CW)
- *PC Live!*

ISRAEL*
(People & Computers)
- *Beyond Hebrew Windows*
- *High-Tech Print*
- *Multimedia*
- *PC World*
- *People & Computers*
- *Taglit Israel High-Tech Monthly*

ITALY
- *Computerworld*
- *Lotus Italia*
- *Macworld*
- *Networking Italia*
- *PC Shopping Italia*
- *PC World*

JAPAN
(IDG Communications)
- *Computerworld Today* (fax)
- *SunWorld*
- *Windows World Japan*

JAPAN
(Macworld Communications Japan)
- *Macworld*

JAPAN*
(Nikkei Personal Computing)
- *Nikkei Personal Computing* (PCW)

JAPAN*
(Power On Corp.)
- *PasoCom Shopper* (IW)

JAPAN*
(Sunny Publishing Co.)
- *Amiga World*

KENYA*
(Compunews Publishers Ltd.)
- *East African Computer News* (PCW/CW)

KOREA*
(Hi Tech Information, Inc.)
- *Computerworld*
- *Macworld*
- *PC World*

LATIN AMERICA*
(Editorial America)
- *GamePro* (circulated to Spanish-speaking countries)

MACEDONIA*
(Astor d.o.o.)
- *PC World*

MALAYSIA
- *Computerworld*

MALAYSIA*
(Communications Resources Pte. Ltd., Singapore)
- *PC World*

MEXICO
- *Computerworld*
- *Macworld*
- *PC World*

MYANMAR*
(Today Media and Information)
- *PC World* (April '95)

NETHERLANDS
- *Computer! Totaal*
- *LAN Magazine*
- *Lotus*
- *MacWorld*
- *Net*

NETHERLANDS*
(VNU Business Publications)
- *Computable* (CW)

NEW ZEALAND
- *Absolute Beginner's Guide to Buying a PC*
- *Computer Buyer*
- *Computerworld*
- *Network World*
- *PC World*

NIGERIA*
(IDG Communications West Africa)
- *PC World Africa*

NORWAY
- *CAD/CAM World*
- *Computerworld*
- *Networld*
- *Computerworld Privat*
- *Lotusworld Norge*
- *Macworld*
- *Maxi Data*
- *PC World Ekspress*
- *PC World Nettverkx*
- *PC World*
- *PC World's Produktguide*
- *Publish & Multimedia*
- *CW Studentdata*
- *CW Unixworld*
- *Windows Spesial*

PAKISTAN*
(MICRO Publications)
- *PC World*

PANAMA*
(Edicomputo, S.A.)
- *PC World*

PEOPLE'S REPUBLIC OF CHINA**
(China Computerworld Publishing & Service Co.)
- *Computerworld*
- *PC World*
- *Computer & Communication*
- *NetworkWorld*

PUBLISHING

PRC**
(China Computers Publishing Corp.)
- *InfoWorld*
- *Software World*

PRC**
(IDG-ISTIC Information Services Corp.)
- *Electronic Product World*
- *Telecom Product World*

PRC*
(Chengdu Electronic Research Institute)
- *Electronic Week*
- *Software Week*

PRC**
(Electronics Today Publishing Corp.)
- *Electronics Today*

PRC*
(China Telecom World Weekly)
- *China Telecom World Weekly*

PRC*
(Chongquin Science and Technology Association)
- *Popular Computer Week*

PERU*
(Servicios Especiales de Edicom, S.A.)
- *Computerworld*
- *PC World*
- *PCW Peru Professional (May '95)*

PHILIPPINES*
(WS Publishing Co.)
- *Computerworld*
- *PC Digest* (PCW)

POLAND
- *Computerworld*
- *CW Special Report*
- *NetWorld*
- *PC World Komputer*

PORTUGAL*
(Socedite Sociedade Editorial)
- *Cerebro* (PC World)
- *Correio Informatico* (CW)

PORTUGAL*
(CMBIO - Publicações e Serviços, Lda.)
- *MacIn* (Macworld)

ROMANIA*
(IDG Communications Publishing Group)
- *Computerworld*
- *PC World*
- *Telecom Romania*

RUSSIA**
(IDG - Information Computer Enterprise)
- *Networks*
- *PC World*

RUSSIA*
(Computerworld Moscow, Inc.)
- *Computerworld Moscow*

SINGAPORE
- *Computerworld*

SINGAPORE*
(Communications Resources Private Ltd.)
- *PC World*

SLOVENIA*
(Pasadena, d.o.o.)
- *Monitor* (PCW)

SOUTH AFRICA*
(IT Media)
- *Computer Mail* (CIO)
- *Computing S.A.*
- *Network World*
- *Software World*

SPAIN
- *Macworld*
- *Computerworld*
- *Communicaciones World*
- *PC World*

SPAIN*
(Delibros)
- *Sunworld*

SWEDEN
- *Attack*
- *Corporate Computing*
- *CAP& Design*
- *Computer Sweden*
- *Dataingenjören* (CAD)
- *MacWorld*
- *Maxi Data*
- *MikroDatorn*
- *Nätverk & Kommunikation*
- *PC World*
- *Windows World*

SWITZERLAND
- *Computerworld*
- *Macworld*
- *PCtip*

TAIWAN
- *Computerworld/InfoWorld*
- *PC World*

THAILAND*
(Media Transasia Thailand)
- *Computerworld*

TURKEY**
(IDG UFT)
- *Computerworld Monitör*
- *Macworld*
- *PC World*

UKRAINE*
(Computers & Software)
- *Computers + Software*
- *Computerworld Kiev*

UKRAINE*
(Kiev Polytechnic Institute)
- *PC World*

U.K.
- *Macworld*
- *AppleTalk*

U.K.
(IDG Media)
- *PC Home*
- *PC Works*
- *CD-ROM Now*
- *CD Powerplay*
- *Acorn User*
- *Amiga Action*
- *Amiga Computing*
- *Movie Games and Video*

U.K.*
(VNU Business Publications)
- *Computing* (CW)
- *Connexion* (NW)

U.K.*
(The Publishing Organisation)
- *Lotus Magazine*

U.K.*
(TPD Publishing Ltd.)
- *Open Computing*

URUGUAY*
(Microcosmos)
- *PC World*

VENEZUELA
- *Computerworld*
- *PC World*

VIETNAM*
(Ho Chi Minh City Committee for Sciences and Technology)
- *PC World*

PUBLISHING

SELECTED PUBLISHING PRODUCT LINES

CIO

CIO Magazine is the only business-oriented IT publication targeted to chief information officers and other senior executives functioning in this role. The publication serves the needs of executives who must leverage IT for business value by providing them with a better understanding of its role in achieving corporate objectives. (Monthly)

COMPUTERWORLD

Computerworld is the weekly newspaper serving IS executives, managers and professionals responsible for enterprise-wide computer and networking technology. It focuses on news and analysis on PCs, workstations, mid-range and central server hardware, software and networking products, while providing top-line information linking corporate and organizational goals. (Weekly)

INFOWORLD

InfoWorld, the voice of personal computing in the enterprise, is a controlled-circulation newspaper designed for IS volume buyers who are responsible for networked PCs in client/server environments. It offers the most extensive product reviews of any IS newsweekly — backed by the respected IW Test Center. (Weekly)

MACWORLD

Macworld is the Macintosh authority for active buyers. Every month, it de-livers timely product evaluations, lab-based product reviews and in-depth articles providing comprehensive and current coverage of new technologies — all aimed at helping readers make smart product buying choices. (Monthly)

NETWORK WORLD

Network World is designed to provide network IS professionals with the information necessary to deliver the open applications and infrastructure required to meet evolving business needs. Focusing on the strategic use of network technology from a user perspective, the publication also offers in-depth buyer's guides and product testing alliances. (Weekly)

PC WORLD

PC World gives PC-proficient managers clear, reliable and focused information that improves workgroup and corporate performance. It focuses on management issues affecting the planning, buying and use of PC products and includes product reviews, purchasing guides and extensive how-to support. (Monthly)

CW's Customer Information Division

- Location: Framingham, Mass.
- Established:1994
- Key contact: Rich Mikita, VP/general manager (Tel: 508-628-4766, Fax: 508-879-0184; Internet: rmikita@cw.com)

CW DATABASE DIVISION (CWDD)

- **Established:** 1964. Joined Computerworld, Inc., 1991.
- **Number of employees:** 29 full-time and 15 permanent part-time.
- **Key contact:** John Carpenter, VP/sales (Tel: 508-623-4767, Fax: 508-879-0184)

• **Mission:** To provide *Computerworld* advertisers with direct access to key individuals in the IT buying process. CWDD focuses on leveraging its expertise in database development, custom survey research and tactical lead delivery to benefit *CW* and its advertising clients.

RESPONSE TECHNOLOGIES (RT)

- **Established:** 1984. Acquired by Computerworld, Inc., February 1994.
- **Number of employees:** 22
- **Key contacts:** Charles Coleman, president; Jaye Tyler, COO (Tel: 508-626-1700, Fax: 508-626-0547 Internet: RTI@Delphi.com)

• **Mission:** Provide customers with a competitive advantage by delivering timely, accurate and efficient marketing support services, coupling an innovative use of technology with direct marketing and database marketing expertise.

PC World Newsletters

- **Location:** Boston
- **Established:** 1994
- **Number of employees:** 20
- **Key contact:** Craig Pierce, president (Tel: 617-482-8785; Fax: 617-422-8189 Internet: craig_pierce@pcw.com)

• **Mission:** A subsidiary of PC World Communications, PCW Newsletters was established to publish newsletters to help end users, developers, administrators and managers work more productively and effectively with their software. With the best editorial and circulation team in the business, PC World Newsletters is sure to be the No. 1 newsletter publisher in the world. Currently, the group publishes nine titles including *The Notes Report, Lotus SmartSuite* and *Microsoft Office.*

PUBLISHING

GLOBAL PRODUCT SUPPORT CENTERS

Several IDG product lines have established Global Product Support Centers to strengthen their individual brands by fostering an exchange of ideas and expertise. Each GPSC hosts at least one product line meeting annually. Newsletters and CD-ROMs containing editorial and graphics are also circulated among the various sister publications.

COMPUTERWORLD/INFOWORLD
Siri Herud, IDG Norway
Tel: 47-22-05-30-00
Fax: 47-22-05-30-01
BTalk: S.Herud

MACWORLD
Kimberly Luedee, MW U.S.
Tel: 415-243-0505
Fax: 415-978-3271
BTalk: K.Luedee

PC WORLD
Susan Fry, Kelly Milan PCW U.S.
Tel: 415-974-7353
Fax: 415-978-3382
BTalk: S.Fry, K.Milan

INTERNATIONAL DATA CORP.

INTERNATIONAL DATA CORP. (IDC)

- Headquarters: Framingham, Mass.
- Locations: Seven offices in the U.S. (Framingham, New York, Iselin, N.J., Austin, Texas, Irvine, Calif., Mt. View, Calif., and Falls Church, Va.) and operations in 40 other countries.
- Established: 1964
- Number of employees: 450 worldwide (260 in the U.S.)
- Key contact: Kirk Campbell, president/CEO (Tel: 508-872-8200, Fax: 508-935-4610, BTalk: K.Campbell)

• **Mission:** To be the world's leading provider of market information, industry analysis and strategic and tactical guidance to builders, providers and users of information technology.

• **Scope of work:** IDC helps its clients develop strategic plans, anticipate technology, monitor competition, select distribution channels and evaluate the impact of IT industry announcements. Corporate clients range in size from start-ups to Fortune 500 companies. IDC provides the data and global insights that help vendors and users keep up with industry trends, optimize their investments in equipment and services and improve their competitive positions through informed long-range planning.

In the U.S., clients subscribe to one of more than 40 specific research programs spread across six major categories:

- Communications
- Personal Systems and Workgroup Applications
- Systems, Software & Storage
- Services
- International
- The Consumer Market

IDC is the only research company in the IT business committed to establishing an international network of strong local research offices. Although the type of product and delivery system may vary from office to office, the standard means of responding to client needs are through two main areas of support: Continuous Information Services and Consulting.

CONTINUOUS INFORMATION SERVICES

IDC Clients have direct access to consultants, industry analysis, market data and strategic guidance through a variety of channels:

- Analyst-on-call (in person, telephone, mail or fax)
- Written research
- Electronic delivery
- Conferences and briefing sessions
- On-site briefings
- Fax flashes
- Telebriefings
- Research index
- Research libraries

CONSULTING

IDC Consulting provides strategic and tactical marketing services to help IT professionals worldwide develop and implement better business plans. It provides customized services so that clients can identify new business opportunities, analyze competitive strategies, analyze new product requirements and understand customer needs and priorities.

IDG BOOKS WORLDWIDE

IDG BOOKS WORLDWIDE
- Established: 1990
- Number of titles: More than 100 titles in print, translations in 24 languages
- Number of employees: 150
- Key contact: John Kilcullen, president/CEO (Tel: 415-655-3000, Fax: 415-655-3299, BTalk: J.Kilcullen)

• **Mission:** To deliver innovative and timely computer, business and general reference information that exceeds our customers' expectations and is supported by superior service.

• **Scope of work:** IDG Books Worldwide publishes books that bring extra-value and skill-building instruction to the reader. By applying IDG's technical, market and editorial know-how, the company produces books that meet the needs of readers of all levels.

BRANDS AND PRODUCT LINES

• **...For Dummies™** books are a fun and easy way for the reluctant beginner to learn about a variety of topics. The series includes the MORE...For Dummies™, the next book to buy containing more tips and advice, and the ...For Dummies Quick References™, handy compilations of essential commands.

• **Macworld Press** titles are authorized by today's leading Mac magazine and comprise two popular series. Macworld...Companion helps readers learn and master Macintosh business software; and the Macworld...Bible™ and Handbook™ series offer in-depth coverage for the dedicated Macintosh user.

• **...SECRETS®** books are a unique collection of one-on-one consultations with experts on trouble-shooting, configuration, installation, work-arounds, bug alerts and customization tips and software. These books are co-branded with *Macworld*, *InfoWorld* and *Network World* logos.

• **Programmers Press** books are targeted to DOS, Windows, Macintosh and Unix programmers and developers. These books run the gamut from the beginning Type and Learn™ series to the high-level Unauthorized and Heavy Metal™ series.

LOCATIONS

Because of IDG Books' adoption of IDG's decentralization philosophy, desire to draw talent from every possible resource, and use of technology,the company sees no reason to require all employees to work in one central location and, as a result, has established a number of offices across the country.

• **Foster City, Calif.:** This office houses the unit's corporate support center, sales administration, marketing, finance and accounting and human resources groups, as well as Macworld Press, IDG Books Custom Publishing, IDG New Media, IDG Books Distribution Group and IDG Books Merchandising Group.

• **Indianapolis, Ind.:** This office houses a variety of publishing functions: author management, editorial and page layout. The operations department is also located in Indianapolis because it's more cost-effective for that department to be close to the company's Midwest printer and East Coast distributors.

• **Braintree, Mass.:** Established in 1993 and headed up by Chris Williams, this office houses the Programmers Press division, consisting of books aimed at programmers and developers of varying levels of expertise.

• **Dallas, Texas:** This office, under the direction of Jim Kelly, houses IDG Books Education Group, currently devoted to expanding IDG Books' presence in the educational market.

• **Chicago, Ill.:** This office houses the company's newest addition, the IDG Books Business and General Reference Group, led by Kathy Welton.

Field sales staff work out of Barrington, RI, Northboro, Mass., Algonquin, Ill., Carlsbad, Calif., San Francisco, Frederick, Md., and Foster City, Calif.; with sales rep partners in Greensboro, N.C., Beaverton, Ore., and Toronto.

LICENSING ACTIVITIES

• **Key contact**: Marc Mikulich, foreign and subsidiary rights manager (Tel: 415-655-3018, Fax: 415-655-3295)

IDG Books sells licensing translation rights to the strongest publishers in non-U.S. markets. IDG Books licenses on a title-by-title basis, although a series is usually licensed to one publisher. Therefore it is not uncommon for IDG Books to work with four or five publishers in different markets in one country. IDG Books has licensed titles to IDG business units that are book publishers or have book publishing divisions including IDG Sweden, IDG High Tech Co. in China and IDG Technika in Bulgaria. But typically, IDG business units will enter into agreements with publishers of IDG Books in their market to run ads or offer IDG Books titles as subscription premiums.

IDG WORLD EXPO CORP.

IDG WORLD EXPO CORP.
- **Headquarters: Framingham, Mass.**
- **Other Locations: San Mateo, Calif., Munich, Tokyo, Hong Kong and Beijing**
- **Established: 1967**
- **Number of employees: 100 (80 in the U.S.)**
- **Key contact: Kenneth Kaplan, president/CEO (Tel: 508-820-8671, Fax: 879-9519, BTalk: K.Kaplan)**

• **Mission:** To bring buyers and sellers of IT together worldwide by offering customers the best trade show opportunities for displaying and marketing their IT products and providing a unique and highly valued educational and training opportunity for vendors and users with world-class conferences and seminars associated with the trade shows.

• **Scope of work:** World Expo is associated with 72 events in 28 countries. World Expo produces expositions and conferences independently, in partnership with country host organizations worldwide and in joint ventures with IDG publications and other show producers. World Expo also serves as a marketing arm for numerous other IDG trade show events. World Expo publishes the definitive IDG-wide brochure listing and illustrating the broad family of IDG trade shows.

• **Major product lines:** World Expo's main product lines are the ComNet®, Information Superhighway, Network World Unplugged, MACWORLD, and Object World series as well as some licensed shows under the imprimatur Windows World and other IDG brands.

The ComNet® series includes ComNet Washington, D.C., ComNet Prague, ComNet Warsaw, ComNet Fenasoft Brazil, and the ComNet China Pavilion designed as part of the China International Computer Expo in Beijing. All of these shows target the communications and networking markets with an emphasis on telecommunications or networking, depending on the local conditions of each country.

The Information Superhighway Summit (ISS) series falls under the ComNet® imprimatur and each event is labeled as a "ComNet Conference and Exposition." These events are launched as conferences in their first edition and evolve into trade shows in subsequent productions. In 1995 World Expo will produce the ComNet/ISS in Santa Clara, Calif., in September, and it will launch a ComNet/Information Superhighway conference in Birmingham, England in June. World Expo is currently pursuing other opportunities to launch ComNet/ISS events around the world.

Network World Unplugged is a joint venture between World Expo and Network World. This new conference and exposition is directed at mobile, wireless, and remote computing markets. The co-sponsors include Forbes' *ASAP Magazine*, and the marketing mascot is Dick Tracy talking into his wrist communications device. The show premieres in April in New York City.

• **Locations:** World Expo has four show production companies covering the Americas, Europe, Japan and Asia. Each office fulfills a special mission. San Mateo is the home of the ComNet® sales headquarters as well as the site of the Global ComNet® Support Center and the base for the company's international operations and sales. Munich houses the unit's European headquarters (activities currently in Germany, England, Poland, and the Czech Republic), and Tokyo is home for World Expo's Japanese operations including MACWORLD Japan and Windows World Japan—the two largest shows in their class. Hong Kong, the newest office, manages World Expo's rapidly expanding operations in the People's Republic of China and other Pacific Rim countries.

• **Licensing:** World Expo maintains an active licensing program for IDG and certain other brands around the world. This includes MACWORLD, Sun World, and Windows World marks. IDG holds the license to use the Windows World brand worldwide, with the exception of North America and Brazil. Current licensing agreements extend to Canada, Israel, Ireland and Hong Kong.

• **Expo Global Product Support Centers:** World Expo also manages the ComNet and MACWORLD Expo Global Product Support Centers. Network World, Computerworld and PC World Expo GPSCs will be established in the future.

• **Collaborative opportunities:** In all World Expo events there are opportunities for IDG publications and business units to participate as sponsors, develop advertising and trade agreements for space, and participate in the development of editorial and conference material including serving on steering committees. World Expo has been charged with developing an international sales and marketing support center to assist IDG and IDG World Expo shows, including the sale of exhibition space to overseas vendors. The World Expo brochure is intended to promote all IDG shows, and the company invites applications for additional listings. World Expo is interested in pursuing other joint ventures similar to its successful collaboration with NW.

COMPUTERWO

OTHER BUSINESS UNITS

The following business units represent profit centers, service divisions and partially owned operations. The vast majority interact in some form with each other and with business units in the primary functional areas of the company.

IDG ASIA

- **Location: Boston and San Francisco**
- **Established: 1993**
- **Number of employees: 5**
- **Key contact: Hugo Hsiung, director (Tel: 617-534-1239/415-286-2791, Fax: 617-236-4276/ 415-286-2790, BTalk: H.Hsiung)**

• **Mission:** To foster the development of fast-growing business opportunities in Asia. Offices have been established in Boston and San Francisco to meet the increasing demand for Asia business know-how in the U.S. and to assist Asia-based IT companies entering other markets, especially, the U.S.

• **Scope of work:** The objectives for IDG Asia are: 1) To assist companies entering Asian markets with IDG Asia's expertise in the company's special field of interest; 2) To assist Asian companies interested in entering other markets; 3) To help expand IDG's already established business services in Asia, such as magazine publishing, publication distribution, market research and trade shows; 4) To assist with IDG's business expansion in Asian countries.

CORPORATE SUPPORT CENTER (CSC)

- **Location: Boston**
- **Number of employees: 18**

• **Mission:** The Corporate Support Center provides the market vision, operating support and financial systems to help IDG business units continue to grow rapidly and profitably and to achieve IDG's overall goals.

CHAIRMAN'S OFFICE

• **Key contacts:** Pat McGovern, chairman (Tel: 617-534-1200, Fax: 617-859-8642, Lotus Notes: Pat McGovern, Internet: pat_mcgovern@idg.com, BTalk: P.McGovern)
Maggie Murphy, executive assistant (Tel: 617-534-1200, Fax: 617-859-8642, Lotus Notes: Maggie Murphy, BTalk: M.Murphy)

The chairman of the board's role is to champion the company's mission, values and culture. The chairman has the charter to assist the business units with the long-term corporate strategy and to act as a missionary searching for new market opportunities that fit IDG's goals. To accomplish this, the chairman travels to each international office at least annually, travels to all U.S. IDG offices, and attends industry events as a featured speaker and participant. The support staff ensures that issues raised by business unit presidents are brought to the chairman's attention and responded to expeditiously. In support of the business units, the chairman's staff manages the chairman's schedule (i.e., schedules client calls and public speaking engagements and fulfills the administrative needs of the chairman and the IDG Board of Directors.)

CORPORATE COMMUNICATIONS

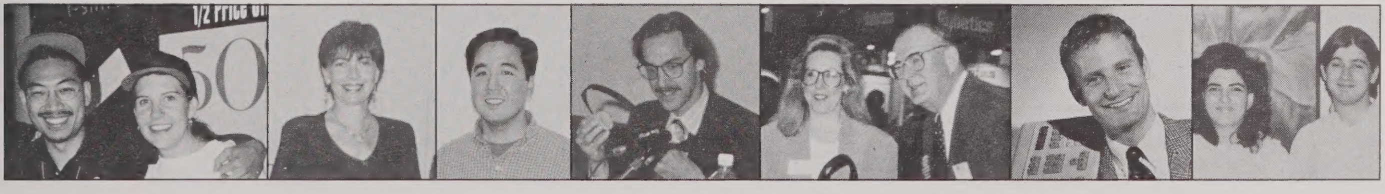
• **Key contacts:** Mary Dolaher, director of communications; Nicole Kassel, marketing coordinator
(Tel: 617-534-1200, Fax: 617-859-8642, BTalk: M.Dolaher)

As a branch of the Chairman's Office, Corporate Communications' activities are two-fold. In terms of marketing communications, the staff provides global media placement, press release writing, editing and distribution services. Corporate Communications acts as a liaison with the media to position news on behalf of IDG and its subsidiaries. The staff produces the IDG corporate brochure, corporate video, worldwide market map, press kits and other collateral materials. In terms of employee communications, Corporate Communications organizes the Chairman's Achiever Program, service anniversary celebrations, special recognition dinners and the annual Boston-area employee holiday party.

PRESIDENT'S OFFICE

• **Key contacts:** Kelly Conlin, president (Tel: 617-534-1204, Fax: 617-536-8408, Lotus Notes: Kelly Conlin, Internet: kelly_conlin@idg.com, BTalk:K.Conlin)
Libby Levinson, assistant to the president (Tel: 617-534-1253, Fax: 617-536-8408, Lotus Notes: Libby Levinson, Internet: libby_levinson@idg.com, BTalk: L.Levinson)

The President's Office focuses on issues related to long-term strategy, including the corporate marketing program, corporate communications, global customer relationships and emerging business opportunities.



OTHER BUSINESS UNITS

CHIEF OPERATING OFFICER'S OFFICE

• **Key contacts:** Jim Casella, chief operating officer; Donald Young, operations manager; Marion Kibbee, vice president, corporate services
(Tel: 617-534-1206 (Jim), 617-534-1205 (Donald), 617-534-1207 (Marion), Fax: 617-262-2300, Lotus Notes: Jim Casella, Donald Young, Marion Kibbee, BTalk: J.Casella, D.Young, M.Kibbee)

The Chief Operating Officer's Office focuses on providing operational expertise and human resources management, thereby working as a network server to all domestic and international business units. It provides start-up and ongoing support to all business unit managers. It is the primary IDG operating source and provides support for all IDG worldwide, regional and monthly meetings and serves as a clearinghouse for information services.

FINANCIAL PLANNING & ANALYSIS DEPARTMENT

• **Key contacts:** Bill Murphy, executive vice president/finance
(Tel: 617-534-1218, Fax: 617-262-3636)

The Financial Planning and Analysis Department is responsible for spearheading the strategic planning and annual budget processes. In addition, the group monitors ongoing operational and financial performance of worldwide operations through the analysis of 30/60/90 forecasts and the preparation of regular analytical and comparative reports. The department reviews new business proposals from internal and external sources and provides financial support to the worldwide management team, including the IDG Executive Committee. The group also coordinates the efforts of outside consultants and experts in areas such as production, circulation and rate cards.

ELECTRONIC MARKETPLACE SYSTEMS (EMS)

- **Location: San Mateo, Calif.**
- **Established: 1993**
- **Number of employees: 20**
- **Key contact: Mark Belinsky, vice president and general manager (Tel: 415-286-6700, Fax: 415-286-6799, BTalk: M.Belinsky, Internet: m.belinsky@idg.geis.com)**

• **Mission:** To provide buyers of personal computers and software with an online system that allows quick and convenient access to product information from IDG publications and from vendors, as well as a communications/transaction system to buy products and services electronically. The group also provides sellers of IT products and services with an electronic link to their most important customers, so that they can communicate and conduct business online.

• **Scope of work:** EMS has signed six major resellers — Microage, Ameridata, Software City, Computer Express, Automated Data Systems, and Programmers Shop — to offer their products on its system, called Cybermart. In total there will be almost 1,000 products available for sale on Cybermart when EMS opens for business. EMS recently made an agreement with a major technology company to provide the networking and computing services in support of Cybermart and is planning for a late 1995 launch.

CD SOLUTIONS, INC.

- **Location: Framingham, Mass.**
- **Established: 1991**
- **Number of employees: 5. CD Solutions also works with several contractors who provide technical services, and has entered into several sales, database and distributor partnerships.**
- **Key contact: Paul Earl, president (Tel: 508-879-0006 (general number), 508-820-8649 (Paul's direct line), Fax: 508-820-4396)**

• **Mission:** CD Solutions, Inc. (formerly Emerging Technology Applications) is a leading-edge producer of creative electronic media involved in designing, developing, marketing, and implementing electronic products and services.

• **Scope of work:** Predominantly focusing on business-to-business marketing and information applications, CD Solutions' experience includes working with controlled circulation data, directories, editorial, research, conference, video, and marketing materials. CD Solutions operates as a turnkey provider — concentrating on CD-ROM — with services ranging from design, product development, channel development and management, through fulfillment and customer support. CD Solutions is involved in projects at various levels including author, producer and publisher and services provider.

Some of the applications the group has developed include *The Internet For Everybody*, *IDG's Client/Server CD*, *Computerworld CD*, *Computerwoche auf CD*, *IDC ResearchBase*, *Network World's Desktop Marketing System* and various show

CIO
CIO
30 YEARS

OTHER BUSINESS UNITS

discs. CD Solutions is currently working on other Internet tutorial CDs; *The Object Technology Directory*, which will include a wide range of electronic presentations from object technology vendors; and an interactive marketing CD-ROM for InfoSafe, a CD-ROM metering company.

EXECUTRAIN
- **Headquarters: Atlanta**
- **Locations: 125 sites worldwide, in 40 U.S. states and 15 other countries. With the exception of company-owned offices in Atlanta, Birmingham, Ala., and Seattle, the rest of ExecuTrain's sites are franchise locations.**
- **Established: 1984**
- **Number of employees: 1,200, 825 of whom are trainers**
- **Key contact: David Deutsch, president (Tel: 404-396-9200, Fax: 404-698-9180, MCI mail: 375-6195)**

• **Mission:** ExecuTrain, the world's leading computer training company, provides instructor-led, hands-on computer training and support to individuals and companies worldwide, specializing in educating business professionals about popular software packages and new innovations in computer technology.

• **Scope of work:** ExecuTrain is an Authorized Training Center for Lotus, Microsoft, WordPerfect, Microrim, Borland International, SPA, Enable Software and DataEase. ExecuTrain will train more than one million people in FY95 and attain sales in excess of $100 million.

In 1990, IDG obtained a minority position in ExecuTrain, investing $2.5 million and spurring the company's international expansion.

IDG LIST SERVICES
- **Location: Framingham, Mass.**
- **Established: 1987**
- **Number of employees: 9**
- **Key contacts: Deb Goldstein, president (Tel: 508-370-0820, Fax: 508-370-0020, BTalk: D.Goldstein)**

• **Mission:** To serve the direct marketing community by providing quality list management and brokerage in an efficient and timely manner.

• **Scope of work:** IDG List Services is a full-service list management group responsible for the marketing, sales and operations of 17 IDG lists as well as six outside business-to-business lists. It is also a centralized service that provides list information and negotiations among the IDG business units. The company recently added a brokerage component to its services that provides order processing for direct mail campaigns and direct marketing strategy for in-house as well as outside clients.

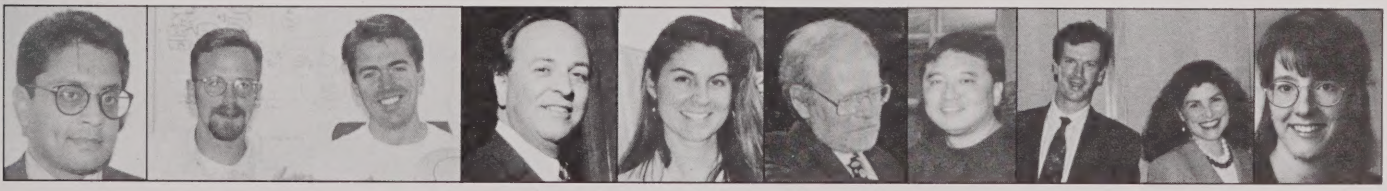
IDG-USER/TECHNOLOGY INVESTMENT STRATEGIES FOR COMMERCIAL AND PUBLIC SECTOR EXECUTIVES
- **Location: Framingham, Mass., and Falls Church, Va.**
- **Established: 1995 (incorporating TIS and IDC Government's user business)**
- **Number of employees: 37**
- **Key contact: Rick Smith, president (Tel: 508-935-4790, Fax: 800-801-8371, BTalk: R.Smith)**

• **Mission:** To provide high-value research and strategic planning forecasts to corporations and government agencies implementing IT-based strategic business systems.

• **Scope of work:** IDG-User works with IS managers and business managers of corporations who see the use of IT as critical to supporting business objectives. Clients use IDG-User services and consulting to spot opportunities for exploiting IT to advance business goals while keeping the risk of technology stranding or failure at acceptable levels. IDG-User's proprietary research focuses on areas of high IT risk and return for business. Today these include: enterprise client/server systems, workgroup computing platforms, distributed systems management, multimedia, interactive research, security and acquisition strategy.

IDG PAPER SERVICES
- **Location: Framingham, Mass.**
- **Number of employees: 2**
- **Key contact: David Sanders, director (Tel: 508-935-4445, Fax: 508-935-4444)**

• **Mission:** IDG Paper Services provides publication grade paper buying services for U.S. publications. The staff also provides paper and contact information for paper purchasing for interested IDG publications worldwide.



OTHER BUSINESS UNITS

- **Scope of work:** Services include grade selection, price estimating, contract negotiation and general industry information. The division provides auditing services to ensure proper billing and inventory control as well as quality control. The staff can research and answer questions regarding all publication grade papers. Several international mills that have sales offices worldwide can provide valuable pricing, quality and information. These mills recognize IDG as a preferred customer and can be an important resource.

IDG RESEARCH SERVICES

- **Location: Framingham, Mass.**
- **Established: 1987**
- **Number of employees: 22**
- **Key contact: Kathy Dinneen, president (Tel: 508-820-2525, Fax: 508-653-6155, BTalk: K.Dinneen)**

- **Mission:** IDG Research Services provides a wide variety of primary and secondary research services to IDG business units, as well as to select outside clients. It specializes in the management and conduct of advertising, publishing, trade show and high-technology-related primary research studies.

- **Scope of work:** Types of studies conducted by the primary research group include editorial tracking and product comparison studies, advertising and company recall and awareness studies, brand preference and buying intention studies, product and technology studies, corporate image studies, and employee and customer satisfaction studies. IDG Research Services also provides a variety of secondary research to IDG business units, including the development of high-tech market briefs, computer industry inquiries, syndicated media study analysis, competitive publication monitoring, and advertising tracking. IDG Research also produces the weekly competitive update.

INTERNATIONAL PUBLISHING SERVICES

- **Location: Boston**
- **Number of employees: 23 (including News Service correspondents)**
- **Key contact: David Hill, president (Tel: 617-423-9030, Fax: 617-423-0712, BTalk: D.Hill)**

NEWS SERVICE

- **Established:** 1984
- **Number of employees:** 14
- **Key contact:** Rob Garretson, editor-in-chief

- **Mission:** To be the world's leading daily source of global IT news, commentary and editorial resources that provide a competitive advantage to IDG publications worldwide.

- **Scope of work:** Each week 300 stories generated by participating IDG publications worldwide and an international network of News Service correspondents (London, Paris, Munich, Brussels, Taipei, Tokyo, Boston and San Francisco) are transmitted on-line to business units through the Business Talk system and an expanding network of Lotus Notes sites on four continents. News Service editors staff the Boston newsroom nearly 12 hours per day, six days per week and edit and transmit copy within hours of its arrival. In addition to their daily reporting from key IT markets around the world, the News Service correspondents are available to all IDG publications for special reporting projects such as producing global supplements or adding international reporting to staff-written stories.

LICENSING

- **Key contacts:** David Hill, president; Tim Clarke, vice president/licensing

- **Mission:** The highest growth in IT over the past few years, and projected over the next decade, is in smaller markets around the world, especially in Latin America and Asia. Licensing's mission is to serve IDG's customers seeking to sell their products in these high-growth markets. IDG-licensed publications provide valuable editorial coverage and serve as reliable advertising vehicles for our customers' products. Licensing royalties generate a healthy return for IDG.

- **Scope of work:** To manage IDG's existing licensing relationships around the world by supporting licensees in their publishing efforts and encouraging the launch of additional IDG publications by licensees as international markets grow large enough to support them. In markets where IDG titles aren't yet published, to seek licensing relationships for IDG with quality local publishers as those markets become large enough to support one or more of our titles. There are several such markets Licensing is now working on, and as IT continues to enjoy double-digit growth in many countries, more of them need — and can support — IDG publications.

OTHER BUSINESS UNITS

IDG WORLD UPDATE

- Established: 1970. Brought under IPS wing in 1990
- Key contacts: Patricia Smith, Penny Winn, Stephanie Noyes

• **Mission:** To report on IDG activities around the world via a weekly newsletter, thereby fostering a sense of corporate identity and facilitating synergies among IDG business units.

• **Scope of work:** The *IDG World Update* staff works to develop relationships with IDG's worldwide business units in an effort to facilitate the flow of information to its office. The staff is responsible for all aspects of producing the newsletter — from gathering news, writing articles and taking photographs to desktop publishing and managing the mailing lists.

IDG MARKETING SERVICES U.S.

- **Location: Boston, San Francisco, and Stamford, Conn.**
- **Established: 1991**
- **Number of employees: 27**
- **Key contacts: Peter Horan, president; Mike Rogers, executive vice president (Tel: 617-534-1200/415-676-3000/203-351-1080, Fax: 617-536-8408/415-705-6421/ 203-351-1089, Internet: peter_horan@idg.com/mike_rogers@idg.com)**

• **Mission:** IDG Marketing Services U.S. has two primary roles: 1) To execute a national account program that represents collective IDG solutions to top account marketing challenges, and 2) To generate an awareness of IDG as the industry's leading company — offering vendors unmatched access to purchasers of technology products and services throughout the world — through a corporate marketing program featuring research, events and advertising.

• **Scope of work:** IMS national account representatives draw on knowledge of the account's market, in-depth understanding of IDG's offerings, and extensive communication with representatives throughout IDG to provide an integrated package to meet the account's specific marketing objectives. The IMS Marketing Program seeks to convince individuals controlling the marketing budgets of target accounts of the superiority of IDG's family of companies, through vehicles including IMS research studies, events such as the IDG Global Summit for top accounts, collateral material featuring the range of IDG products and services, and advertising.

IDG MARKETING SERVICES INTERNATIONAL

- **Location: Framingham, Mass., Miami, San Francisco**
- **Other IMS International offices: Beijing, Munich, Paris, Tokyo, Taipei, Hong Kong**
- **Key contact: Frank Cutitta, president (Tel: 508-879-0700, Fax: 508-820-1639, Internet: frank_cutitta@idg.com)**

• **Mission:** IMS International acts as a clearinghouse to determine the most cost-effective means — from advertising to trade shows — for vendors wishing to enter new international markets.

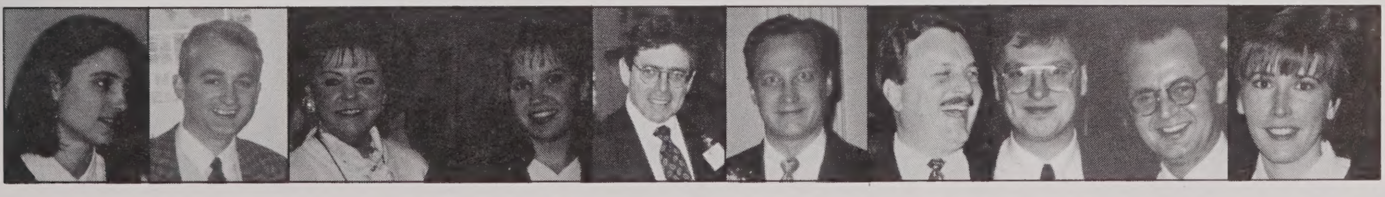
• **Scope of work:** IMS International offers top accounts the opportunity to access multiple markets around the world in one efficient buy. IMS International works closely with IMS U.S.'s national account representatives and brings to its account relationships extensive knowledge of international markets, cultures, and IDG's resources throughout the world. In addition to preparing customized advertising packages, IMS International works as a consultant to provide market research, locate distribution opportunities and develop international marketing strategies.

IDG MARKETING SERVICES EUROPE

- **Location: Staines, England**
- **Key contact: Jeff Meers, managing director (Tel: 44-1784-461-324, Fax: 44-1784-461-325 Internet: jeff_meers@idg.com)**

•**Mission:** IMS Europe integrates IDG's products and services across Europe to provide collective IDG solutions for pan-European clients.

•**Scope of work:** IMS Europe offers its clients an international advertising sales function for centrally booked campaigns and marketing and support functions for locally booked campaigns. In addition, through research and events, IMS Europe generates awareness of IDG throughout Europe as the industry's leading company.



OTHER BUSINESS UNITS

Seven of IDG's key service divisions are based in Framingham. The Accounting, Credit, IS, Tax, Travel and Human Resources Departments are housed at 5 Speen Street and the IDG Telecommunications Department is housed in Computerworld's Framingham office.

ACCOUNTING

- **Number of employees: 25**
- **Key contacts: Ted Bloom, vice president/corporate controller; Keith Arnot, international controller (Tel: 508-935-4402/171-831-9252, Fax: 508-879-4681/ 171-831-8767, BTalk: T.Bloom/K.Arnot)**

• **Mission:** IDG's accounting department in the U.S. and the international controller's office in London are responsible for establishing and monitoring IDG's accounting policy and procedures.

• **Scope of work:** The IDG Accounting Department, which is managed by two group controllers, is composed of six staff accountants, 14 bookkeepers and three data entry personnel. This centralized group is responsible for processing financial transactions for IDG's domestic operations, and assisting the presidents, publishers and financial managers in business-related decision making.

The group is responsible for: processing and payment of all expenses incurred by the individual operating unit; dealing with questions and problems of vendors and individuals in the operating unit(s); processing sales invoices, cash receipts and other customer-related transactions; verification of advertising billings and other revenue sources for accuracy; ensuring proper intercompany charges between IDG operating units; creation of monthly financial statements and analysis of balance sheet and profit and loss accounts; ensuring that all transactions are accounted for in accordance with generally accepted accounting principals; supporting outside auditors during year-end audit; as well as cash management activities to ensure timely collection of funds received and investment of idle cash.

CORPORATE CREDIT

- **Number of employees: 20**
- **Key contact: Amy Fellows Hanania, credit manager (Tel: 508-875-5000, Fax: 508-872-1644, BTalk: A.Hanania)**

• **Mission:** To protect the company's investment in accounts receivable through credit analysis and cash collection. This is done in order to maximize IDG's cash position and limit overall bad debt exposure.

•**Scope of work:** The IDG Corporate Credit Department provides a consolidated, centralized service to meet the credit and collection needs of IDG's diverse business units. The main function of the department is to ensure that invoices are paid according to the terms set by IDG and the individual business units. Staff are responsible for handling accounts receivable for specific business units to better meet the needs and concerns of each business unit.

The department consists of a professional staff whose job functions are divided into three areas: credit, collection and tearsheeting.

- Credit: The credit function minimizes potential bad debt for IDG's business units by analyzing credit applications and assigning credit limits to customers.
- Collection: The collection function actively and aggressively pursues customers who owe IDG money for services rendered by the business units.
- Tearsheeting: The tearsheeting function sends out invoices and statements to each customer. For the publishing companies, a copy of the advertisement is included with each invoice.

INFORMATION SERVICES

- **Number of employees: 16**
- **Key contact: Nancy Newkirk, director (Tel: 508-935-4562, Fax: 508-879-4681, BTalk: N.Newkirk, IS Hotline: 1-800-391-7990)**

• **Mission:** The Information Services Group is responsible for creating and maintaining systems and software to allow easy and efficient information gathering and sharing between the business units and corporate.

• **Scope of work:** The system tracks financial information such as billing, receivables, accounts payable and general ledger for the IDG business units and the domestic operations. It also tracks information about IDG's customer base and revenues from most of IDG's products. The IS group works closely with the business units to create and maintain the communication links necessary for these systems.

Who Are We?

We're people. Publishers, show managers, administrative assistants, copy editors, marketing coordinators, receptionists, systems administrators, research analysts and writers. Most of us have never met face to face. But collectively we have made IDG the leader in its field. This issue of *IDG World Update* is intended not only to provide an overview of the breadth of IDG's activities around the world, but to give a glimpse of some of the people who keep IDG on top. The photographs running throughout this issue have appeared in issues of *IDG World Update* published between January 1994 and February 1995.

How many of these people can you identify? Your sleuth skills could win you an IDG backpack. Use this form to identify as many people (names only, no titles) on each page as you can — remember, they can all be found in back issues of *Update* — and send this sheet to *IDG World Update* via interoffice mail or fax: 617-423-0712 by Wednesday, March 29th.

The person with the greatest number of correctly identified employees will win a backpack embroidered with the IDG logo. In the case of more than one entry with an equal number of correctly identified employees, the winner will be determined by a random drawing. Good luck!

Page 1: ____________________

Page 2: ____________________

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Fax this sheet back to *IDG World Update* at 617-423-0712 by March 29th.

IDG Job Opportunities Update
Monday March 6, 1995

P/T ADMINISTRATIVE ASSISTANT (IDG ASIA)
The individual in this position will provide administrative and marketing support to the IDG Asia office located in San Mateo, CA. Excellent inter-personal and writing skills are required. Responsibilities will include light direct marketing, client interaction, typing and filing.

RESEARCH DIRECTOR, WORKSTATIONS / WORKSTATION SERVERS (IDC)
The ideal candidate will be responsible for managing workstation research, clients, consulting, and marketing-related activities. 8-10 years experience in the workstation/workstation server arena focusing on product/technical marketing, market research and competitive analysis required. Individual must have a firm knowledge of scientific/engineering markets and related applications. Experience in commercial markets a plus. Strong quantitative and analytical skills are essential for market forecasting, segmentation and analysis. The ability to conduct demand-side survey research is essential. Travel required.

SENIOR ANALYST (IDC)
The individual in this position must have a strong general business background with a working knowledge of the systems integration business. Strong writing and quantitative skills are required. Candidate should have 3-5 years of experience. An MBA preferred.

P/T OFFICE SERVICES ASSISTANT - SYSTEMS, SOFTWARE & STORAGE (IDC)
The individual in this position will be responsible for filing all research mailings and maintaining the inventory of research file drawers. Duties will include filing research and conference room research binders. Candidate will prepare monthly tracking report of mail dates and forthcoming research.

GROUP OPERATIONS COORDINATOR (IDC)
The individual in this position will be responsible for monthly report distribution, client support, client file maintenance, research file maintenance, data entry of client transmittal forms and inquiry forms and fax board maintenance. Duties will also include making travel arrangements, faxing, mailings, arranging meetings and general administrative tasks. Knowledge of Paradox, MS Word, Internet and cc:Mail helpful.

LIBRARIAN / RESEARCH ANALYST (CWI)
The ideal candidate will maintain the research library files, magazines and books. Individual will conduct various searches upon request through CompuServe, DJ, AOL plus support special projects with primary and secondary research. A minimum of 2 years experience in market research or business library required. Knowledge of major business and computer industry publications necessary. BS/MS in Library Science preferred.

ASSOCIATE EDITOR, TEXT & DESKTOP PUBLISHING (IW)
The successful candidate must have a minimum of 2 years employment as an editor for a computer or related technical publication. Strong technical editing and project management skills are required. Experience with popular business word-processing and desktop publishing applications essential.

IDG Job Opportunities Update
Monday March 6, 1995

GENERAL MANAGER, INDUSTRY PUBLISHING GROUP (IW)

The individual in this position will supervise the operations of newsletter, conference, and other products produced by the group to develop new products and services to expand the size and profitability of the group. Candidate will oversee the operations of the Editorial Events group and of P.C. Letter. As new properties are added to the group, he/she will devise new and effective ways of managing those products to increase their individual profitability. 5-7 years of management experience required.

EDITOR-IN-CHIEF (IW)

The primary responsibility in this position is to govern and direct the editorial content of InfoWorld. This includes working with the senior editorial executives to define the objectives of the editorial group and the style for managing the editorial staff to achieve those objectives. Duties will include providing a bridge between events in the field and the editorial mission. 7-10 years of management experience required.

P/T ADMINISTRATIVE ASSISTANT (PCW)

The individual in this position will provide administrative and clerical support to the Eastern and Midwest Sales Staff. Duties will include word-processing, collating, faxing, assembling and sending out media kits, filing, photocopying and phone coverage. Excellent communication skills are necessary. Prior clerical experience preferred. This position in located in Boston, MA.

PUBLISHER E2 (IFTW)

Successful candidate will be responsible for directing the growth and development of Electronic Entertainment magazine. Responsibilities include overall editorial and circulation strategies and policies, advertising sales and ad marketing for the publication. Exceptional leadership, financial management and multidisciplinary publishing experience required, preferably in the electronic entertainment consumer market. Wide range of contacts in the multimedia industry desired.

PUBLISHER, NEW MEDIA GROUP (IFTW)

Candidate will provide the strategic leadership and management direction to develop a new line of businesses. Responsibilities will include negotiating and managing content licensing agreements for miscellaneous electronic interactive businesses including on-line publishing and other new medial projects. The group will work closely with sales, marketing, editorial and creative services groups to ensure that the finished product meets customer needs. Prior product/project management experience with on-line services and various operating platforms in a publishing, software, or on-line systems environment a plus. Publishing management experience required.

SYSTEMS DESIGNER / CONTENT ENGINEER (IFTW)

The individual in this position will create macros, procedures and applications to convert textual and graphical content into a variety of multi-media formats. Candidate must be Macintosh, IBM and DOS proficient with extensive knowledge of all major platforms including Web, HTTP, and Internet. Responsibilities will include programming, networking and data management. BA in CSE or technical discipline or equivalent experience necessary. Prior publishing or on-line service industry experience a plus.

IDG Job Opportunities Update

March 6, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Executive Assistant / Chairman's Office	Boston, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	IS Manager	Boston, MA	S. Brown	(508)935-4099
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/C	P/T Receptionist	Atlanta, GA	D. Brown	(404)668-5411
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, Corporate Communications	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	VP & General Mgr., IT Desktop	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Dir. & General Mgr. ComputerWorld Expo.	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	S. Brown	(508)935-4099
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Group Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Workstation	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Office Asst./Sys., Software & Storage	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Workstations	Framingham, MA	S. Brown	(508)935-4099
IDC	Associate Analyst, Demand-Side Rsch.	Framingham, MA	D. Miller	(508)935-4133
IDC	Assoc. Analyst, Appl. Software Rsch.	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Sales Support Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Dir., Commercial Sys. & Servers	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
IDC	Sr. Analyst, App. Dev. Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	P/T Administrative Assistant, Pub.	Framingham, MA	E. Martin	(508)935-4649
IDC	Graphic Design Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Analyst / IDC Prague	Czech Republic	D. Miller	(508)935-4133
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
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IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Sales Representative	DC / MD / No. VA	T. Calamaro	(610)449-3490
FCW	Test Center Director	Falls Church, VA	C. Marsan	(703)876-5123
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CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Burlingame, CA	S. Perry	(935)820-8160
CWI	Flugelman Intern	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	Managing Editor, Custom Publications	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Associate Editor, Text & DTP	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Receptionist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Test Developer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters / Senior Writers (2)	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	News Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Customer Service/Sales Admin. Rep.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222

IDG Job Opportunities Update

March 6, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Braintree/ Foster City	J. Maroney	(317)596-5222
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Associate Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
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IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
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IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
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PCW	Assistant Editor, Reviews	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Performance Analyst	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Test Center Coordinator	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Director of Trade Shows	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW	Business Analyst/Online Services Group	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Senior Editor, Reviews	San Francisco, CA	C. Barr	(415)974-7364
PCW	Marketing Assistant	San Francisco, CA	S. Laughlin	(415)978-3329
PCW	Assistant to the Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW	Sales Account Manager	TBD	I. Kane	(617)439-0064
PCW	Senior News Editor	San Francisco, CA	R. Glitman	(415)978-3195
PCW	Director of National Accounts	TBD	J. Edman	(415)978-3250
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Business Manager	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Administrative Assistant	San Francisco, CA	P. Owen	(415)978-3298
PCW/MMW	P/T Administrative Assistant	Boston, MA	I. Kane	(617)439-0064
PCW/MMW	Associate Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW/MMW	P/T Administrative Assistant	Rosemont, IL	V. Bonney	(708)827-4439
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Administrative Assistant	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher, New Media Group	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Designer / Content Engineer	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Book Editor	San Mateo, CA	W. Knibbe	(415)286-2542
IFTW	Production Coordinator/Book Div.	San Mateo, CA	L. Kavish	(415)286-2586
IFTW	Associate Art Director	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Design Associate	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Sales Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
IFTW	Associate Editor / E2	San Mateo, CA	F. Paul	(415)286-2550
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

OTHER BUSINESS UNITS

CORPORATE TAX

- **Number of employees: 7**
- **Key contact: Jayne Enos, vice president, corporate tax (Tel: 508-935-4436, Fax: 508-879-4681, BTalk: J.Enos)**

• **Mission:** The IDG Corporate Tax Department serves all of IDG's operating units, both foreign and domestic, and is responsible for preparing and filing all federal and state corporate income returns. It is also responsible for preparing and filing each subsidiary's sales tax returns, property tax returns and miscellaneous reports.

• **Scope of work:** The Tax Department coordinates all activities with outside state and federal tax authorities relative to corporate income tax audits. The department also serves the needs of the operating units by performing research relating to specific issues on corporate tax matters and keeping each operating unit informed of new developments as they occur.

CORPORATE LEGAL

- **Number of employees: 2**
- **Key contact: Miriam Karlin, manager/legal affairs (Tel: 508-935-4686; Fax: 508-879-4681, BTalk: M.Karlin)**

• **Mission:** The IDG Legal Department manages the legal affairs of IDG and its U.S. subsidiaries.

• **Scope of work:** The manager of legal affairs coordinates with outside counsel involved in litigation, contract negotiation and acquisitions, and closely monitors and controls outside legal fees. The manager of legal affairs also searches, registers and renews trademarks for IDG and its subsidiaries, maintains a worldwide trademark database and assures all routine corporate legal compliance.

CORPORATE TRAVEL

- **Number of employees: 10**
- **Key contact: Lyndsey Pomella, corporate travel manager (Tel: 508-935-4093, Fax: 508-935-4288, BTalk: L.Pomella)**

• **Mission:** Travel accounts for a company's third largest controllable expense. The Corporate Travel Department is dedicated to providing optimum service at an optimum price. The department maximizes cost savings while ensuring that IDG employees who travel will be afforded reasonable services.

• **Scope of work:** Corporate Travel Manager Lyndsey Pomella heads up the department, which falls under the direction of IDG Vice President of Corporate Services Marion Kibbee. Lyndsey oversees and manages IDG's corporate in-house travel departments, currently facilitated by Thomas Cook/American Express in San Francisco and Framingham. The Corporate Travel Department negotiates airline, car, hotel and ground transportation contracts with IDG's preferred vendors and is responsible for the implementation of IDG's Corporate Credit Card Program as well as IDG's Corporate Travel Policy. The department also assists with meeting planning, works with IDG's financial managers and is responsible for timely resolution of all travel-related issues.

There are three ways in which IDG employees may receive Human Resources services and programs:

HUMAN RESOURCE SERVICES DIVISION (HRSD)

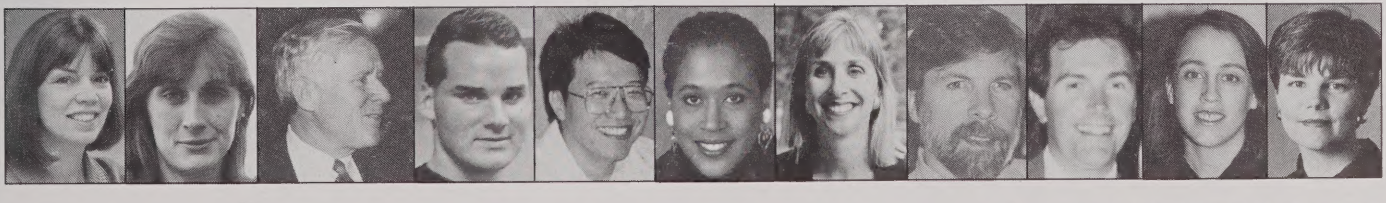
- **Number of employees: 8**
- **Key contact: Elaine Ouellette, director (Tel: 508-935-4605, Fax: 508-935-4600, BTalk: E.Oullette)**

• **Mission:** The IDG Human Resource Services Division provides HR services on an annually contracted basis to the 18 East Coast business units that do not have their own, on-staff HR departments.

• **Scope of work:** The purpose of the services and programs implemented by HRSD is to improve business performance by improving the overall effectiveness and productivity of individuals and the organization as a whole. Each client business unit is assigned an HR manager or HR representative who provides cost-effective, creative management solutions to the human resource challenges facing each organization. Some of these services include: recruiting, new employee orientation and assimilation, employee relations, performance management, management consulting, compensation planning and administration, benefits counseling, training and development, HR administration and legal compliance.

BUSINESS UNIT HUMAN RESOURCES

- **Number of employees: 25**
- **Key contacts: At individual business units**



OTHER BUSINESS UNITS

• **Mission/scope of work:** Business Unit Human Resources shares the same mission/scope of work and provides similar services as HRSD. The key difference is that the HR vice presidents, directors, representatives, and administrators report to the president of the business unit they support.

CORPORATE HUMAN RESOURCES (CHR)

- **Number of employees: 13**
- **Key contact: Martha Stephens, vice president (Tel: 508-935-4568, Fax: 508-935-4600, BTalk: M.Stephens)**

• **Mission:** Corporate Human Resources provides the overall HR strategy for IDG via a highly decentralized HR structure.

• **Scope of work:** CHR designs and implements programs and human resources services that touch the vast majority of IDG employees around the world. The Executive Committee, business unit presidents, country managers, business unit human resources and HRSD are the division's key clients. Among its responsibilities: IDG-wide employee educational programs such as the Publishing Institute, Management Publishing Institute, Senior Executive Training, Sales Training, and Technology Trends Briefing Sessions; providing support for executive recruitment, compensation and benefits; managing internship programs; providing communication tools to employees which include the worldwide Employee Survey, Employee Handbook, Managers Guidelines, and benefits & ESOP statements; consulting to the Executive Committee, business unit presidents, HRSD and BU HR; assisting country managers on a wide variety of HR programs including the European Publishing Institute and multinational benefits pooling; overseeing IDG-wide U.S. benefits programs; processing U.S.-based payrolls; and maintenance of a database containing payroll/personnel information on all U.S. employees.

TELECOMMUNICATIONS

- **Number of employees: 5**
- **Key contacts: Jane Creighton, corporate director; Earlene Sabin, telecom specialist; Telecom Analysts Maureen Roberti, Denise Bove and Zena Savage (Tel: Daytime: 508-879-0700 x512, Evening/Weekend: 508-879-0700 x740, Pagers: 508-622-9060/1205, Fax: 508-820-8520)**

• **Mission/Scope of work:** IDG Telecom provides turnkey purchase, installation and remote support of software and hardware for 15 PBX systems and voice mail as well as mobile telephone purchase and service, for U.S.-based operations. Faxes, copiers and modem purchases are also included. Telecom department members can be reached 24 hours a day, seven days a week.

IDG: FACTS AT A GLANCE

- **Established 1964**
- **IDG's gross revenue for 1994 was over $1.1 billion**
- **Over 60 million people read one or more IDG publications each month**

***IDG World Update* will publish a revised "Who Are We" issue early in 1996. Please send any corrections or information you would like included in that issue to *IDG World Update* via interoffice mail or fax: 617-423-0712.**

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 11

March 13, 1995

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

U.S. Managers Prep for Summit at Annual Meeting

CIO PRESIDENT JOE LEVY (LEFT) AND IDG BOOKS WORLDWIDE *COO **Steve Berkowitz** and President **John Kilcullen** were among the 21 U.S. managers on hand at this year's meeting.*

Managers of U.S. business units met last month for a day in Scottsdale, Ariz., prior to the U.S. Global Summit to review financial results, consider business issues and prepare for the Summit.

The largest portion of the day was devoted to presentations by the IDG Marketing Services/U.S. staff about the customers who would be attending the Global Summit. Managers were briefed on the current business status of major clients and the challenges they will be facing in their businesses over the coming year.

The goal was to prepare the managers for their time with the customers during the Summit and help them identify ways IDG can help them grow their business. The client presentations, given by Vice President of National Accounts **Bernie Theobald** and Directors of National Accounts **Pam Fleming**, **Jennifer Neale**, **Scott Frank**, **Ron Carroll** and **Jeff**

• CONTINUED PAGE 2 •

IDG Global Summit Strengthens Client Ties

IDG CHAIRMAN PAT McGOVERN (LEFT) CHATS WITH OGILVY & *Mather's Steve Hayden following Hayden's presentation on IBM's efforts to improve its global brand management.*

One hundred and sixty senior-level executives representing 56 of IDG's top clients flocked to the Arizona desert earlier this month to explore the shifting terrain of high-tech marketing.

Welcoming the invitation-only group to the fourth annual IDG Global Summit, IDG Chairman **Pat McGovern** noted that the attendees represented companies that collectively accounted for two-thirds of worldwide IT revenues in 1994 and 85 percent of U.S. IT revenues. Underscoring the movement toward borderless marketing of high-technology products, McGovern also noted that an unprecendented number of attendees had titles that included the word "global" or "worldwide."

IDG President **Kelly Conlin** presented the results of a Technology Marketing Audit conducted with Summit attendees by IDG Research Services. The audit provided insights

• CONTINUED PAGE 4 •

U.S. MANAGERS

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Bodenmann covered such major IDG clients as IBM, Apple, Oracle, Novell and Compaq.

Among the other presentations at the U.S. Managers Meeting was one by IDG Board of Directors member **Steve Coit** on lessons IDG can learn from the venture capital business. Coit, a partner at Charles River Ventures in Boston, observed that IDG already operates much like a venture capital firm, with highly decentralized business units applying to the company's Executive Committee for new project funding.

Coit told the group that the venture capital business is made possible in large part by bad management at major firms. If companies manage their risk on new projects, they can be as successful as the venture capitalists who regularly achieve compound rates of return of up to 40% per year, he said. (See accompanying story.)

IW showcases Infocom system

In the continuing effort to showcase the advantages of Notes-based information systems, InfoWorld CEO **Jim Martin** demonstrated his company's Infocom system. This collection of databases allows every *InfoWorld* employee to check the company's latest financial results, read the CEO's monthly report to the Executive Committee, read the IDG News Service or check on the status of major customers.

"It is a lot of confidential information to share with employees, but we feel we have to have this level of trust with our people," Martin explained. "If we want them to really sign on as committed members of the *InfoWorld* team, we owe them this level of information sharing and trust."

Among others making presentations at the meeting: IDG Chief Executive Officer **Jim Casella** reviewed first-quarter financial results, CSC Executive Recruiter **Michael Neece** described his function, and new Electronic Marketplace Systems President **Tom Morgan** offered a snapshot of where he sees EMS and the online marketplace going in the future.

MANAGERS URGED TO HEED LESSONS FROM VENTURE CAPITALISTS WHEN LAUNCHING NEW PROJECTS

A highlight of the recent U.S. Managers Meeting was a presentation by IDG Board of Directors member Steve Coit called "Observations on Funding New Business: Lessons from Venture Capital." Coit, a partner in Boston-based Charles River Ventures, drew on his years of experience in the venture capital business to explain how IDG can use the lessons of venture capital for smart business growth.

COIT

Coit detailed the mistakes big companies make in new business ventures:

- **Millions of dollars are committed on a single go or no-go decision, and there is often the sense that the more spending, the bigger the impact.**
- **The staff is drawn from inside the company rather than involving new blood, and decisions often are based on personal career aims rather than the good of the project.**
- **Business plans are drafted according to old, established company standards and are usually inflexible.**
- **The project strategy is fixed and based on internal perceptions rather than customer needs.**

In contrast, new business ventures launched on the venture capital model:

- **Are funded in stages with firm milestones that must be met before more funding is granted.**
- **Have a staff that is augmented by the hiring of outside talent with experience in the business being launched.**
- **Hold back on product development until research proves the need for the product, and the business plan is revamped at each stage to reflect experience and feedback.**
- **Measure success by the building of a substantial business with real customers.**

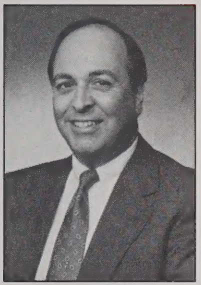
In order to develop the projects along the venture capital model, Coit urged IDG business units to:

- **Hire or develop product champions to lead each new venture.**
- **Adopt a profit-and-loss orientation for the business when appropriate.**
- **Establish firm milestones for continued financing of the project and continually refine strategy.**
- **Develop appropriate compensation plans that deliver rewards for increasing corporate value.**
- **Learn from others using this approach in IDG, and do not waste time reinventing the wheel.**

IS Function Meeting Open to All

The next semiannual IS Function Meeting will be held April 22-26 at the Hyatt Regency in Hilton Head, S.C. The meeting will focus on strategic IT issues facing IDG business units. The meeting has a heavy technical focus but anyone interested in the use of IT across IDG business units is welcome to attend. For more information, please contact *InfoWorld*'s **Jeff DeBalko** via e-mail (BusinessTalk:J.DeBalko) or by telephone at 415-572-7341.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Who was the person who gave you your first break?

A Early in my career at Harcourt Brace, I was given the opportunity to move into the position of vice president of sales and marketing for a subsidiary of their college textbook division. The head of the division, Ev Sims, and Sarah Blackmun, who was the president of the subsidiary, provided me with the opportunity to team with them to build the unit. They both had been excellent editors prior to moving into general management, and together we found ourselves to have very complementary skills.

Prior to moving into this role, I had been a regional sales manager for them and had designed and implemented a national accounts program that resulted in dramatic revenue and profit growth. During my tenure at Harcourt, I learned a great deal from many veterans of the book publishing industry, but perhaps the most lasting accomplishment was having the good sense to hire **Rich Marino** and **Bernie Theobald** into the publishing industry — 15 years later we are still friends and colleagues at IDG.

What is the status of the Global Communication Project?

We are working on the infrastructure issues and simultaneously developing the applications that we believe will drive the use of Notes throughout the corporation. We have seen many of the business units around the world implement Notes since the presentation at the Worldwide Managers Meeting in November, but we still have many months of development before us. For this project to be successful, we need to have compelling applications that benefit all of our business units around the world.

Over the next several months, we will remain in the "beta stage" and I trust that we will add business units at a more rapid pace as we approach FY96 and the benefits become more obvious. I am certain that we will need to provide more resource support as we move this project forward. **Eirik Gulbrandsen** and **Eric Zimmerman** have been very helpful in the process, but the team will need to expand in order to support the needs of our worldwide business.

What's the annual turnover rate among IDG's U.S. staff?

In FY94 our U.S. turnover rate was 18%. This is down 10 percentage points from 1990 when it was 28%. Our human resource directors and business unit heads are to be applauded for this success. I am certain that we have realized a tremendous increase in productivity, and they have been able to achieve this during a time that our workforce has been growing. I believe that IDG is one of the greatest companies to work for and this reduction in turnover rate is testimony to that fact. We will continue to place great value on our most important asset, our 7,000-plus employees around the globe.

Are you interacting with other IDG departments (such as HR, the Corporate Services Group and others) in a different manner than did Walter Boyd?

I am certain that people find our styles to be different, but Walter and I share a commitment to the same corporate values, and I trust I am building on the foundation he constructed. Walter remains available for consultation, and I do not hesitate to call upon him. **Martha Stephens** and her group are excellent to work with and very responsive to the needs of all of our business units.

Do you have advanced mathematics training and has that helped you in reviewing financial information?

I did take calculus at Boston College and was fortunate to have a good MIT tutor in my older sister, who was in Cambridge at the time! I have always had an aptitude for math, and I enjoy income statements and balance sheets more than most. I work closely with members of our finance team and have a great respect for the insights they have into our business. In particular, I enjoy the relationship I have with **Bill Murphy** and **Ted Bloom** and their respective teams. I should also say that **Keith Arnot** and his team in London are essential to our global success. I start most days by reading E-mails from London outlining very clearly issues that we need to address around the globe and what options are available to us.

The On line column is a forum for IDG employees to ask questions — anonymously — about our company. Once a month, a guest columnist will appear in place of regularly featured columnists IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy. Questions should be submitted to IDG World Update via mail, fax (617) 423-0712 or BusinessTalk P.Winn, P.Smith or S.Noyes.

Question for (check one):

☐ **Pat McGovern** ☐ **Jim Casella** ☐ **Kelly Conlin** ☐ **Bill Murphy**

GLOBAL SUMMIT

continued from page 1

into what IDG's customers consider their most pressing concerns — topping the list was the need to measure and demonstrate the return on marketing investment in order to justify continued marketing expenditures.

Global branding

Other sessions focused on global branding. **Peter Horan**, president of IDG Marketing Services/U.S., which hosted the Global Summit, provided an overview of research conducted by IDG in the U.S. and Europe in his presentation, "How Brand Matters."

Using the concept of the lifetime value of a customer — the notion that a first sale is not an end but an opportunity — Horan highlighted how the components of profit derived from a customer relationship relate closely to the impact of successful branding. He cited findings from IDG's Buying IT in the '90s research and the recent "Price Perception and Brand Preference in Europe" study that show this impact is measureable and that some companies have been more successful at branding their products than others.

Abby Kohnstamm, vice president of corporate marketing for IBM, and Steve Hayden, president of Worldwide Brand Services for Ogilvy & Mather, presented a fascinating look at IBM's aggressive efforts in advertising, trade shows and product design to bring a more cohesive, vibrant, global image to the IBM brand.

A panel discussion, moderated by **Jeff Meers**, managing director of IDG Marketing Services/Europe, featured marketing executives from top IT companies — including Microsoft, Novell and Compaq — who focused on the challenges of building brand equity across continents.

The second day of the meeting got under way with a presentation by Kelly Conlin detailing the challenges confronting the IT industry and IT marketing executives and outlining IDG's unique capabilities in partnering with its customers to help them meet these challenges.

Attendees were also given a first look at the results of the newest round of IDG-sponsored Buying IT in the '90s research — "Brand Power in Enterprise Computing" — which addressed key concerns of many of IDG's largest customers who are trying to strengthen their positions as strategic vendors in the enterprise.

A panel discussion, moderated by *Computerworld* Editor **Paul Gillin**, featured executives representing enterprise computing vendors and customers. The

WHAT IS THE GLOBAL SUMMIT?

Launched in 1992, the IDG Global Summit is a forum devoted exclusively to the topic of high-technology marketing. Each year, IDG invites its top U.S. clients to meet with its U.S. business unit managers and a select group of industry leaders and analysts to explore issues related to the changing environment for marketing high-tech products and services. Hosted by the IDG Marketing Services/U.S. group, the Summit is structured to be provocative and stimulating, combining three half days of presentations and panel discussions with a variety of recreational activities and entertainment that provide attendees with an opportunity to interact with colleagues in a relaxed and enjoyable setting. Attendees achieve a fuller understanding of the range of IDG's products and services and an appreciation for its unique capabilities as a marketing partner.

COMPUTERWORLD

COMPUTERWORLD PRESIDENT AND CEO GARY J. BEACH (LEFT) *confers with David Yoder, media director for Anderson Lembke, an agency representing Microsoft. During the three-day Summit, attendees had ample opportunity for informal discussions with colleagues.*

IDG MARKETING SERVICES/EUROPE MANAGING DIRECTOR ***Jeff Meers,*** *who served as moderator, listens as Novell's Terri Holbroke makes a point during a panel discussion focusing on building brand equity across continents.*

IDG Events Calendar

The following is a listing of assorted IDG-sponsored events for 1995. If you have information about other events, or corrections to this listing, please contact IDG World Update at tel: 617-423-9030, fax 617-423-0712, or use the form provided on the last page.

MARCH

OBJECT WORLD/BOSTON
March 19-23
Hynes Convention Center
Boston, Mass.
Contact: IDG World Expo
Tel: 508-879-6700

IT IN THE HOME SEMINAR
March 22
Four Seasons Hotel
London, England
Contact: Linda Fielding,
IDC U.K.
Tel: 44-181-995-8082

DIRECTIONS '95
(IDC Briefing Session)
March 28
Santa Clara Convention Center
Santa Clara, Calif.
Contact: Michelle LaJeunesse
Tel: 508-935-4405

PC WORLD EXPO/STOCKHOLM
March 28-30
Stockholm International Fairs
Stockholm, Sweden
Contact: IDG/Expo
Tel: 45-8-453-6182

Internal Events (March)

PC WORLD ASIA/PACIFIC PRODUCT LINE MEETING
March 30-31
Mark Hopkins Hotel
San Francisco, Calif.
Contact: Kelly Milan, PCW
Fax: 415-978-3382

APRIL

EUROPEAN BRIEFING SESSION
April 3
Hotel Penta
Vienna, Austria
Contact: IDC Austria
Tel: 43-1-5050-900

WINDOWS WORLD/MILAN
April 5-8
Spazio MilanoNord
Milan, Italy
Contact: IDG Italy
Tel: 39-2-5801-1660

HI-TECH
April 5-9
Altmpark Expo Center
Ankara, Turkey
Contact: IDG Turkey
Tel: 90-212-279-11-80

EUROPEAN DISTRIBUTION ISSUES SEMINAR
April 6
Holiday Inn Crowne Plaza
London, England
Contact: Linda Fielding,
IDC U.K.
Tel: 44-181-995-8082

TECHNOLOGY MARKETPLACE
April 6-7
Westin St. Francis Hotel
San Francisco, Calif.
Contact: Jennifer Rizzo, IMS/U.S.
Tel: 617-534-1258

INTERNATIONAL COMPUTER APPLICATION TECHNOLOGY AND PERIPHERALS EXPO
April 8-12
China Shenzhen Scientific Hall
Shenzhen, China
Contact: IDG Shenzhen
Tel: 86-755-224-0047

DIRECTIONS '95
(IDC Briefing Session)
April 11
Four Seasons Hotel
Tokyo, Japan
Contact: Atsuo Ochi, IDC Japan
Tel: 81-3-5647-4302

NETWORK WORLD UNPLUGGED
April 11-13
New York, N.Y.
Contact: Andrew Everett,
IDG World Expo
Tel: 508-879-6700

COMPUTEREXPO
April 17-20
Palace of Sport
Kiev, Ukraine
Contact: Comizdat Publishing
Tel: 7-044-294-8543

PC W/NETWORKING CHINA
April 19-22
Shanghai Exhibition Centre
Shanghai, China
Contact: China Computerworld
Tel: 86-1-8259420

Internal Events (April)

COMPUTERWORLD/ INFOWORLD GLOBAL PRODUCT LINE MEETING
April 2-5
Mark Hopkins Hotel
San Francisco, Calif.
Contact: Siri Herud
IDG Norway
Tel: 47-22-05-30-00

FINANCE FUNCTION MEETING (Europe)
April 4-5
IDG France
Paris la Defense, France
Contact: Keith Arnot,
IDG U.K.
Tel: 44-171-831-9252

IS FUNCTION MEETING
April 22-26
Hyatt Regency
Hilton Head, S.C.
Contact: Jeff DeBalko, IW
BusinessTalk: J.DeBalko
Tel: 415-572-7341

FINANCE FUNCTION MEETING (U.S.)
April 27-28
Omni Parker House
Boston, Mass.
Contacts: Jayne Enos, IDG
Tel: 508-935-4436
Matt Smith, Computerworld
Tel: 508-820-8102

EDB & DATA COPENHAGEN
April 20-23
Denmark Forum
Copenhagen, Denmark
Contact: IDG World Expo A/S
Tel: 45-361-199100

EUROPEAN BRIEFING SESSION
April 25
De Wittenburg Hotel
The Hague, The Netherlands
Contact: IDC Benelux
Tel: 31-20-669-2721

PC WORLD EXPO/OSLO IT EXPO SPRING
April 25-27
Oslo Spectrum
Oslo, Norway
Contact: IDG Norway, IT EXPO
Tel: 47-22-05-31-00

EUROPEAN BRIEFING SESSION
April 26
Hotel d'Angleterre
Copenhagen, Denmark
Contact: IDC Scandinavia
Tel: 45-31-18-63-44

EUROPEAN BRIEFING SESSION
April 27
Hotel Gallia
Milan, Italy
Contact: IDC Italy
Tel: 39-2-2641-3860

EUROPEAN BRIEFING SESSION
April 28
Berns Salonger
Stockholm, Sweden
Contact: IDC Sweden
Tel: 46-8-751-0415

MAY

WINDOWS WORLD/SYDNEY
May (date to be announced)
Sydney Convention Centre
Darling Harbour
Sydney, Australia
Contact: IDG Australia
Tel: 612-439-5133

EUROPEAN BRIEFING SESSION
May 2
Cafe Royal
London, England
Contact: IDC U.K.
Tel: 44-181-995-8082

EUROPEAN BRIEFING SESSION
May 3
Dolder Grand Hotel
Zurich, Switzerland
Contact: IDC Switzerland
Tel: 41-53-242-123

MACWORLD EXPO/MILAN
May 3-6
Spazio MilanoNord
Milan, Italy
Contact: IDG Italy
Tel: 39-2-5801-1660

EUROPEAN BRIEFING SESSION
May 4
(venue to be confirmed)
Germany
Contact: IDC Germany
Tel: 49-6173-7098-0

ELECTRONIC ENTERTAINMENT EXPO
May 11-13
Los Angeles Convention Center
Los Angeles, Calif.
Contact: Infotainment World
Tel: 415-349-4300

EUROPEAN GLOBAL SUMMIT
May 14-17
Ritz-Carlton Hotel
Barcelona, Spain
Contact: Gillian Warren,
IMS/Europe
Tel: 44-784-461-324

THE WINDOWS SHOW
May 17-18
Royal Dublin Society
Dublin, Ireland
Contact: Scope Communications
Tel: 353-1-8303455

COMNET PRAGUE
May 22-24
Palace of Culture
Prague, Czech Republic
Contact: IDG World Expo/
Germany
Tel: 49-89-360-86-208

SUNWORLD
May 23-25
Moscone Convention Center
San Francisco, Calif.
Contact: Mitch Hall Associates
Tel: 617-361-8000

PUBLISH/MEXICO
May 23-25
Hotel Camino Real
Mexico City, Mexico
Contact: IDG Mexico
Tel: 52-2-669-4454

TELECOMNET
May 30 - June 2
Spazio MilanoNord
Milan, Italy
Contact: IDG Italy
Tel: 39-2-5801-1660

CHINA COMPUTER PRODUCTS SHOW
May 30 - June 6
China International Exhibition Center
Beijing, China
Contact: Great Wall World Expo Corp.
Tel: 86-022-9140334

Internal Events (May)

PC WORLD LATIN AMERICA PRODUCT LINE MEETING
May 4-5
El Libertador Hotel
Buenos Aires, Argentina
Contact: Kelly Milan, PCW
Fax: 415-978-3382

IDG SALES MANAGER TRAINING
May 8-9
Omni Hotel
Dallas, Texas
Contacts: Jeff Edman, PCW
Tel: 415-978-3259
Martha Stephens, IDG HR
Tel: 508-935-4600

MARKETING AND RESEARCH FUNCTION MEETING
May 21-23
Marriott Hotel
Newport, R.I.
Contacts: Kathy Dinneen, IDG Research
Tel: 508-820-8153
Chris McAndrews, IMS/U.S.
Tel: 415-676-3000

JUNE

CIO EUROPEAN SYMPOSIUM
June 7-9
Hotel Conrad
Brussels, Belgium
Contact: Lynda Rosenthal, CIO
Tel: 508-935-4273

Internal Events (June)

IDG EUROPEAN MANAGERS MEETING
early June
Four Seasons
London, England
Contact: Marion Kibbee
Tel: 617-534-1207

IDG ASIA/PACIFIC MANAGERS MEETING
mid-June
Four Seasons Hotel
Singapore
Contact: Marion Kibbee
Tel: 617-534-1207

IDG LATIN AMERICAN MANAGERS MEETING
end of June
Miami Beach, Fla.
Contact: Marion Kibbee
Tel: 617-534-1207

COMPUTERWORLD CORPORATE TECHNICAL RECRUITING CONFERENCE
June 11-14
Inverness Conference Center and Resort
Englewood, Colo.
Contact: Derek Hulitzky, CW
Tel: 508-879-0700

COMNET WARSAW
June 20-22
Warsaw, Poland
Contacts: Mardi Garren,
IDG World Expo
Tel: 415-312-7185
Jens Arne Maennig,
IDG World Expo/Germany
Tel: 49-89-3-60-86-367

OBJECT WORLD/U.K.
June 20-23
Olympia 2 Exhibition Centre
Kensington
London, England
Contact: Object World U.K.
Tel: 44-181-570-2182

COMNET WARSAW
June 20-22
Palace of Culture and Science
Warsaw, Poland
Contact: IDG World Expo/
Germany
Tel: 49-89-360-86-208

WINDOWS WORLD/TOKYO
June 21-24
Makuhari Messe
Chiba, Japan
Contact: IDG World Expo/Japan
Tel: 81-3-5276-3751

NETWORKS '95 AND INFORMATION SUPERHIGHWAY SUMMIT
June 27-29
National Exhibition Centre
Birmingham, England
Contact: IDG World Expo
Tel: 508-879-6700

JULY

INTERNATIONAL FAIR OF INFORMATICS AND TELECOMMUNICATIONS (COMPU)
July 21-25
Ferias S.A.
Guayacil, Ecuador
Contact: Ecuasistem Cia. Ltda.
Tel: 593-2-220-336

SPOTLIGHT '95
(Co-sponsored by InfoWorld and Infotainment World; invitation only)
July 23-26
Ritz-Carlton Hotel
Laguna Niguel, Calif.
Contacts: Lia Lorenzano, IW
Tel: 415-572-7341
Valerie Hennigan, IFTW
Tel: 415-349-4300
A new conference focusing on interactive media

UNIX WORLD
July 25-27
Hotel Camino Real
Mexico City, Mexico
Contact: IDG Mexico
Tel: 52-2-669-4454

IDG EVENTS CALENDAR

Internal Events (July)

EDITORIAL FUNCTION MEETING
July (date to be announced)
Carmel, Calif.
Contacts: Phil Lemmons, PCW
Tel: 415-243-0500
Adrian Mello, MW
Tel: 415-243-0500

AUGUST

OBJECT WORLD/SYDNEY
August 1-4
Sydney Convention Centre
Darling Harbour
Sydney, Australia
Contact: Object Oriented Pty. Ltd.
Tel: 612-957-1092

MANAGING ENTERPRISE NETWORKS CONFERENCE
August 7-8
Westin Hotel
Boston, Mass.
Contact: Joanne Wittren, NW
Tel: 508-875-6400

MACWORLD EXPO
August 8-11
World Trade Center and
Bayside Exhibition Center
Boston, Mass.
Contact: Mitch Hall Associates
Tel: 617-361-8000

OBJECT WORLD
August 13-17
Moscone Convention Center
San Francisco, Calif.
Contact: Terry Merrell
IDG World Expo
Tel: 508-820-8681

INTERNATIONAL COMPUTER NETWORKS AND MULTIMEDIA TECHNOLOGY AND APPLICATION EXPO
August 20-24
China Shenzhen Scientific Hall
Shenzhen, China
Contact: IDG Shenzhen
Tel: 86-755-224-0047

COMPUTERWORLD EXPO
August 22-24
Michael Fowler Centre
Wellington, New Zealand
Contact: IDG New Zealand
Tel: 64-9-377-9902

SEPTEMBER

IDC'S EUROPEAN IT FORUM
September 4-6
Hotel Meridien Montparnasse
Paris, France
Contact: Myriam De Greef
IDC Europe
Tel: 44-171-414-0262

INFORMATION SUPERHIGHWAY SUMMIT
September 11-14
Santa Clara, Calif.
Contact: IDG World Expo
Tel: 508-879-6700

THREE GOLDEN PRODUCTS SYSTEM EQUIPMENT EXPOSITION
September 15-20
The First City of Electronics
Beijing, China
Contact: Great Wall World
Exhibition Corp.
Tel: 86-022-9140334

MACWORLD EXPO/MEXICO CITY
September 19-21
Hotel Maria Isabel Sheraton
Mexico City, Mexico
Contact: IDG Mexico
Tel: 52-2-669-4454

CD-ROM EXPO/CONFERENCE
September 20-22
World Trade Center
Boston, Mass.
Contact: Mitch Hall Associates
Tel: 617-361-8000

MACWORLD EXPO/TORONTO
September 20-22
Metro Toronto Convention Centre
Toronto, Canada
Contact: Mitch Hall Associates
Tel: 617-361-8000

Internal Events (September)

PRODUCTION FUNCTION MEETING
(date to be announced)
Morrison House
Alexandria, Va.
Contact: Susan Miller, FCW
Tel: 703-876-5117

ELECTRONIC MESSAGING WORLD '95
September 20-22
Makuhari Messe
Chiba, Japan
Contact: IDG World Expo/Japan
Tel: 81-3-5276-3751

COMNET FENASOFT
September 26-29
Anhembi Park Expo Pavilion
São Paulo, Brazil
Contact: IDG World Expo
Tel: 508-879-6700

APPLE/BUDAPEST
September 27-30
Stefania Palota
Budapest, Hungary
Contact: Graphisoft Trading Ltd.
Tel: 361-252-6155

MAXIDATA EXPLOSION
September 29-October 1
Sollentunamassan
Stockholm, Sweden
Contact: IDG/Expo
Tel: 46-8-453-6184

OCTOBER

MACWORLD EXPO/FRANKFURT
October 5-7
Exhibition Grounds
Frankfurt, Germany
Contact: IDG World Expo/
Germany
Tel: 49-89-360-86-208

OBJECT WORLD/FRANKFURT
October 9-11
Exhibition Grounds
Frankfurt, Germany
Contact: IDG World Expo/
Germany
Tel: 49-89-360-86-208

CHINA COMPUTERWORLD EXPO
October 10-14
China International Exhibition
Center
Beijing, China
Contact: China Computerworld
Tel: 86-1-825-9420

THE PSYCHOLOGY OF IT: CIO'S NEW MIND SET
October 15-18
Grand Cypress Resort
Orlando, Fla.
Contact: Lynda Rosenthal, CIO
Tel: 508-935-4273

APPLE EXPO
October 18-19
Royal Dublin Society
Dublin, Ireland
Contact: Scope Communications
Tel: 353-1-8303455

WINDOWS WORLD/TEL AVIV
October 23-24
Congress Center at the
Tel Aviv Fairgrounds
Tel Aviv, Israel
Contact: People & Computers
Tel: 972-3-638-5858

INTERNATIONAL FAIR OF INFORMATICS AND TELECOMMUNICATIONS (COMPU)
October 23-29
Centro de Exposiciones Quito
Quito, Ecuador
Contact: Ecuasistem Cia. Ltda.
Tel: 593-2-220-336

IT EXPO AUTUMN
October 24-26
Oslo Spectrum
Oslo, Norway
Contact: IDG Norway, IT EXPO
Tel: 47-22-05-31-00

ELECTRONIC & COMPUTER EXPO
October 28-November 5
Surabaya World Trade Center
Surabaya, East Java
Indonesia
Contact: Komputek
ComputerWorld
Tel: 62-031-526041

IDG EVENTS CALENDAR

MACWORLD EXPO/HONG KONG
October 30-November 1
Hong Kong Convention and
Exhibition Centre
Hong Kong
Contact: Meeting Planners (HK)
Tel: 85-2-665-0990

NOVEMBER

MACWORLD EXPO/SWEDEN
November 6-8
Stockholm International Fairs
Stockholm, Sweden
Contact: IDG/Expo
Tel: 45-8-453-6182

MACWORLD EXPO/SYDNEY
November 9-11
Sydney Convention Centre
Darling Harbour
Sydney, Australia
Contact; IDG Australia
Tel: 612-439-5133

OBJECT WORLD/TOKYO
November 15-17
Makuhari Messe
Chiba, Japan
Contact: IDG World Expo/Japan
Tel: 81-3-5276-3751

Internal Events (November)

IDG WORLDWIDE MANAGERS MEETING
November 7-11
Ritz-Carlton Hotel
Maui, Hawaii
Contact: Marion Kibbee, IDG
Tel: 617-534-1207

NATIONAL COMPUTER APPLICATION EXHIBITION AND CHINA SOFTWARE WORLD EXHIBITION
November 25-29
Beijing Exhibition Centre
Beijing, China
Contact: Center of Computer and
Microelectronics Industry
Development
Tel: 86-1-821-9832

DATASHOP
November 30-December 2
Oslo Spectrum
Oslo, Norway
Contact: IDG Norway, IT EXPO
Tel: 47-22-05-31-00

DECEMBER

PC SHOPPING
December 19-21
Congress Center at the
Tel Aviv Fairgrounds
Tel Aviv, Israel
Contact: People & Computers
Tel: 972-3-638-5858

IDG Events Calendar Information Sheet

If your business unit is sponsoring events that aren't represented on this list, or if you have already scheduled events in 1996, please let IDG World Update know! This calendar insert will appear quarterly, with the next one slated for June. Fax the event information to 617-423-0712, call 617-423-9030, or send via Lotus Notes, the Internet or BusinessTalk: P.Winn, P.Smith or S.Noyes.

EVENT #1
Name of event:________________________________

Dates:________________________________

Location:________________________________

City/State:________________________________

Country:________________________________

Contact Person/Business Unit:____________________

Telephone:________________________________

Fax:________________________________

EVENT #2
Name of event:________________________________

Dates:________________________________

Location:________________________________

City/State:________________________________

Country:________________________________

Contact Person/Business Unit:____________________

Telephone:________________________________

Fax:________________________________

IDG Job Opportunities Update
Monday March 13, 1995

MEDIA RESEARCH ANALYST (IDG RESEARCH SERVICES)
The individual in this position will be responsible for the analysis of syndicated media research studies through the use of a PC-based custom software package. Candidate should have a background in research with an aptitude for numbers and data analysis. A strong knowledge of PC databases and spreadsheets a must. Advertising background a plus.

P/T RESEARCH ASSISTANT (IDG RESEARCH SERVICES)
The successful candidate will provide support in the coordination of research projects for the Research Department. Responsibilities will include data entry, coding, scheduling, answering phones and other duties as needed. Individual should be detail-oriented and able to handle multiple tasks and deadline pressure. MAC experience a plus.

RESEARCH ANALYST (IDG RESEARCH SERVICES)
Ideal candidate will be responsible for the day-to-day activities involved in conducting market and media research studies. Duties will include questionnaire development, report writing, statistical analysis and other administrative duties. Excellent communication skills required. Strong analytical ability and a basic understanding of statistical methods essential. Must be detail-oriented. Macintosh proficiency required.

ACCOUNT EXECUTIVE (IDG LIST SERVICES)
IDG/ List Services is seeking an inside sales professional with a senior level of customer service. Excellent communication skills are essential. Knowledge of computer and publishing industries helpful. 1-2 years sales or telemarketing experience required. Strong PC based computer knowledge necessary.

ADMINISTRATIVE ASSISTANT (IDC)
The individual in this position will assist the Publications Department staff. Must be Macintosh and Windows proficient with expertise in MS Word and Excel. Knowledge of QuarkXPress and Lotus Notes helpful. Responsibilities will be divided fifty percent in record keeping and basic production coordination, correspondence, and filing, and fifty percent in the Lotus Notes publishing environment preparing and entering publications into Lotus Notes. Must be able to work independently.

MANAGER / DIRECTOR IS (WEC)
The ideal candidate will be responsible for developing and maintaining budgets, overseeing all hardware and software related purchases and training employees on new and existing software applications. Individual will also be responsible for the telecommunication systems. 7-10 years technical management skills required. Support of multi-platform environments is necessary. Knowledge of Novell, Mac network, M-Soft, and TCP/P connectivity necessary. Ability to integrate voice and data systems a plus.

NEW PRODUCT WRITER (CWI)
Candidate will write and edit new products information appearing in technical sections; collect information for Industry Pulse and WYSIWYG columns and work on other special projects as required. A Bachelor's degree in English, Journalism or computer science preferred. Communication skills necessary. A minimum of 1 year experience at a computer publication or in the computer industry preferred.

PROGRAMMER ANALYST - FOX PRO (CWI)
The selected candidate will develop and maintain client applications in FoxPro (DOS and Windows). Responsibilities include generating client fulfillment and providing technical support to the staff. 1-3 years experience programming in FoxPro/dBase required. Demonstrated design and analysis skills essential. BA/BS required, preferably in computer Science. Novell experience and hardware support experience preferred.

IDG Job Opportunities Update
Monday March 13, 1995

DESKTOP PUBLISHING SPECIALIST (CWI)

The successful candidate should have a minimum of 2 years experience in a publishing/production environment using Quark Xpress, MS Word, Adobe Illustrator and Photoshop and Aldus Freehand. A general knowledge of Macintosh system 7.5 and Mac networking preferred. A Bachelors' degree in graphics a plus but not required.

SALES ASSISTANT (CWI)

Computerworld is looking for a sales assistant to support Computerworld's and Client/Server Journal's Associate Publishers. Responsibilities include word processing, database management, phone support and production of sales presentations utilizing AmiPro and Freelance Graphics. Duties will also include coordinating travel arrangements.

SALES REPRESENTATIVE, DEMOGRAPHIC EDITIONS (IW)

The individual in this position will be responsible for prospecting and maintaining advertising space for InfoWorld's Demographic Editions. 3-5 years of outside ad sales experience and knowledge of the computer industry required.

ACCOUNTS RECEIVABLE ASSISTANT (IDG/B)

The individual in this position will provide general back-up and assistance to the Credit/Accounts Receivable Manager. Duties will include preparing monthly statements, entering sales in manual tracking spreadsheets and posting payments to Pegasus. A high school diploma, associates degree or the equivalent experience preferred. A minimum of 2 years experience in a high-volume receivable department preferred.

EXECUTIVE EDITOR, REVIEWS & TESTING (PCW)

Successful candidate will be responsible for the overall content and quality of the PC World reviews and testing. The individual will ensure that reviews are useful, clear, lively, accurate and fair. An in-depth knowledge of the current PC market and a proven ability to manage a workgroup to deadline is necessary. Excellent organizational, management and communication skills are required. A Bachelor's degree in English/Journalism or equivalent work experience preferred. A minimum of 5 years editorial management is required.

MANAGEMENT ASSOCIATE (PCW)

The 1995-1996 PC World Communications Management Associates Program is a 10-12 month series of related training assignments in the business-side of magazine publishing. Responsibilities will include assisting the CEO by performing competitive analyses, developing project studies and researching financial and resource commitments required to evaluate and bring new products to market. Candidate should have a demonstrated interest in and career commitment to publishing through prior employment and/or internships.

ASSISTANT TO THE CEO (PCW)

The successful candidate will be responsible for executing all administrative and general office management duties for the CEO's office. Excellent communication and interpersonal skills are necessary. Individual must have experience in meeting, travel and presentation planning. Fluency in at least one language other than English and French is helpful. Some international travel necessary.

MACINTOSH DATABASE PROGRAMMER (MAC)

The primary duties in this position will include maintaining FoxPro tracking database and administration of Lotus Notes server. Individual must be fluent with FoxPro 2.6, experienced with Lotus Notes, and practiced with Omnis 7. This position requires a minimum of 3 years programming with at least 2 years Macintosh specific.

IDG Job Opportunities Update

March 13, 1995

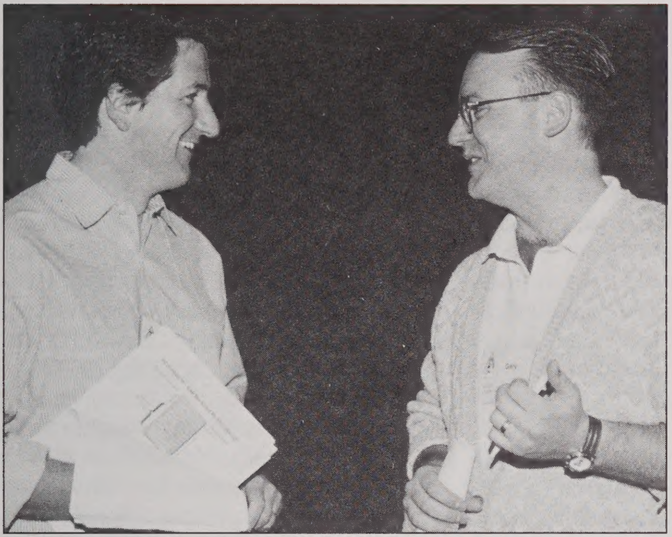
Division	Title	Location	Contact Mgr.	Phone
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	IS Manager	Boston, MA	S. Brown	(508)935-4099
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG	Media Research Analyst	IDG Rsch. Serv., Fram. MA	D. Volpe	(508)935-4192
IDG	Research Analyst	IDG Rsch. Serv. Fram. MA	D. Volpe	(508)935-4192
IDG	P/T Asst./Rsch Dept.	IDG Rsch. Serv., Fram. MA	D. Volpe	(508)935-4192
IDG	Account Executive	IDG List Serv., Fram. MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
WEC	Manager / Director IS	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Director, Corporate Communications	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	S. Brown	(508)935-4099
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Administrative Assistant, Publications	Framingham, MA	E. Martin	(508)935-4649
IDC	Group Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Office Asst./Sys., Software & Storage	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Workstations	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Analyst, Demand-Side Rsch.	Framingham, MA	D. Miller	(508)935-4133
IDC	Assoc. Analyst, Appl. Software Rsch.	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Sales Support Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch. Dir., Commercial Sys. & Servers	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
IDC	Sr. Analyst, App. Dev. Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Graphic Design Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Sales Representative	DC / MD / No. VA	T. Calamaro	(610)449-3490
FCW	New Product Writer	Falls Church, VA	C. Marsan	(703)876-5123
CWI	Programmer Analyst - fox Pro	Framingham, MA	S. Perry	(508)820-8160
CWI	Desktop Publishing Specialist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	Test Center Director	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	Managing Editor, Custom Publications	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Sales Rep. - Demographic Editions	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & DTP	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Receptionist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Test Developer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters / Senior Writers (2)	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	News Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Accounts Receivable Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015

IDG Job Opportunities Update

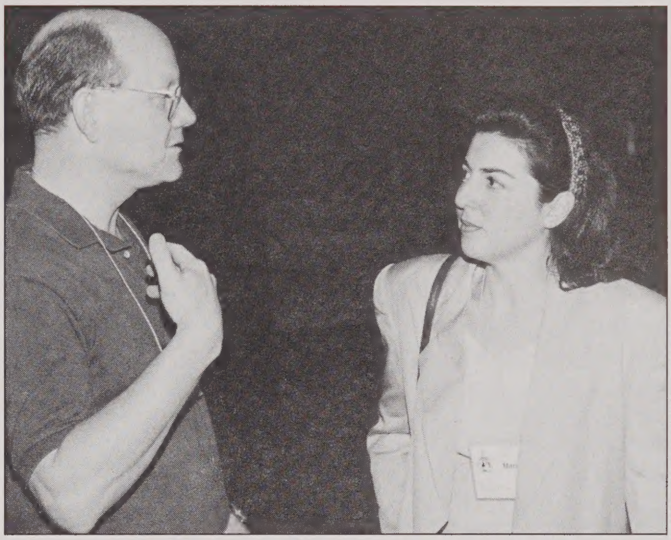
March 13, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Customer Service/Sales Admin. Rep.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Foster City, CA	J. Maroney	(317)596-5222
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Associate Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Management Associate	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Int'l. Sales Account Executive	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Assistant Editor, Reviews	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Performance Analyst	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Test Center Coordinator	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Director of Trade Shows	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Business Analyst/Online Services Group	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Senior Editor, Reviews	San Francisco, CA	C. Barr	(415)974-7364
PCW	Marketing Assistant	San Francisco, CA	S. Laughlin	(415)978-3329
PCW	Assistant to the Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW	Sales Account Manager	TBD	I. Kane	(617)439-0064
PCW	Senior News Editor	San Francisco, CA	R. Glitman	(415)978-3195
PCW	Director of National Accounts	TBD	J. Edman	(415)978-3250
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Business Manager	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW/MMW	P/T Administrative Assistant	Boston, MA	I. Kane	(617)439-0064
PCW/MMW	Associate Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW/MMW	P/T Administrative Assistant	Rosemont, IL	V. Bonney	(708)827-4439
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Macintosh Database Programmer	San Francisco, CA	R. Valdez	(415)267-1707
MAC	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Administrative Assistant	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher, New Media Group	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Designer / Content Engineer	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Book Editor	San Mateo, CA	W. Knibbe	(415)286-2542
IFTW	Production Coordinator/Book Div.	San Mateo, CA	L. Kavish	(415)286-2586
IFTW	Associate Art Director	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Design Associate	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Sales Director / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Associate Editor, GamePro	San Mateo, CA	L. McDermott	(415)286-2536
IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
IFTW	Associate Editor / E2	San Mateo, CA	F. Paul	(415)286-2550
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Marketing Manager / Book Division	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	San Mateo, CA	J. Rousseau	(415)286-2525

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406



IDG PRESIDENT KELLY CONLIN (LEFT) CHATS WITH COMPUTER *Associates Senior Vice President/Marketing Gary Quinn. In a presentation to Summit attendees, Conlin emphasized IDG's unique abilities to assist customers in meeting their global marketing goals.*



MIKE ROGERS, IDG MARKETING SERVICES EXECUTIVE VICE *president/national accounts, and Marina Hahn, vice president/ corporate communications at Sony Electronics, take advantage of a break in the formal presentations.*

PHOTOS BY H. DEAN STEVENSON

discussion focused on the importance of vendors understanding the needs of their customers, who are long past trusting single-source, "cookie cutter" technology solutions.

Consumer market

The final day focused on the consumer market and the use of interactive media in marketing. IDC Senior Vice President **David Moschella** unveiled the findings of new IDC research in his presentation, "Understanding Consumer Technology Customers — Worldwide," which profiles the use of computer technology in the home in the U.S., western Europe and Japan. Although this market currently accounts for only six percent of worldwide IT spending, it has attracted considerable attention in the past year. The presentation was very well received by the audience which gave it the second highest rating of all Summit presentations.

John Rousseau, executive vice president of Infotainment World and publisher of *GamePro*, moderated a panel discussion titled "IT Meets Entertainment: Marketing to the Consumer," which explored the consumer interactive entertainment market through the eyes of executives from Maxis and Electronic Arts, which are pioneers in this market.

Attendees also heard from marketing consultant Don Peppers, co-author of *The 1:1 Future*, who discussed the importance of understanding and meeting the needs of individual customers, highlighting how IT advances make targeting possible and how emerging marketplace realities make it imperative. Dr. Jim Clark, chairman of Netscape Communications, one of the hottest companies on today's Internet landscape, closed the meeting with a discussion of the roadblocks that lie between the Internet of today and an Internet truly fit for commerce.

Next year's Global Summit is scheduled for Feb. 4-7 and will again be held at the Scottsdale Princess.

Thanks to IDG Marketing Services' ***Chris McAndrews*** *for supplying this information.*

A FULL SUITCASE

Summit guests received a full complement of materials designed to enhance the value of the conference and demonstrate IDG's unique capabilities as a marketing partner and its commitment to its customers. Among these items:

- **IDG Global Marketing Kit**
- **Final report of "Buyers and Your Brand," Wave V of Buying IT in the '90s**
- **European MAP Report on "How To Profit From Branding In Europe"**
- **IDG Books' bestseller, *The Internet For Dummies***
- **IDG Media Request Form for the IDG FaxFacts Program**
- **Infotainment World Report on the Home Interactive Entertainment Market**

> *"Congratulations on an excellent event! The content was dramatically strong and the ratio of work and play was perfect. Even the mix of dinner formats was great. I won't miss this event next year. I learned tons!"*
>
> ***— Terri Holbroke, VP/global communications, Novell***

> *"This is my second year attending the Summit. I think it is extremely well done. I always leave smarter and better connected with my industry peers."*
>
> ***— Lenny Towle, advertising manager, Oracle***

> *"This has been the most valuable conference I've attended in years. The programs were wonderful, the other people were terrific to meet. Overall, a great, great opportunity. Thank you!"*
>
> ***— Susan Gauff, senior director/ marketing and corporate communications, Siemens Rolm***

NOTEWORTHY

PROMOTIONS

KANE

Multimedia World has announced a host of promotions. **Isabelle Kane**, formerly Eastern advertising manager, has been named advertising director for that region, which includes the Eastern and Midwestern U.S. Prior to joining *MMW*, Isabelle worked as district sales manager and account executive for *PC Week*. She graduated from Harvard University with a degree in computer science and social studies.

JARMUL

Chris Jarmul, formerly Southwestern advertising manager, has been promoted to Western advertising director. She will be responsible for the South- and Northwestern territories. Chris served as publisher of *Imprinting Business* and district sales manager for *Systems & Network Integration*. She has a BA in communications from Gannon University.

BROADY

Formerly senior reviews editor, **Vince Broady** has been promoted to executive editor. "This is a well-deserved move for Vince, who will continue to play a central role in making *Multimedia World* an even better resource for its readers," said Editor-in-Chief **Don Menn**. Vince also serves as editor of *MMW Online* and has a weekly segment on the nationally syndicated radio talk show "In Computers." He has a BA in religious studies from Brown University.

Kimberly Stein, formerly copy chief, has been named as the publication's managing editor. "Her commitment and attention to detail are critical to *MMW*'s continued success," said Editor-in-Chief **Don Menn**. Prior to joining the publication in 1993 Kimberly was a copy editor for *PC World* and copy editor for *Sunset* magazine. She has a degree in journalism and political science from the University of Arizona.

NEW EMPLOYEES

Amy Striplin, formerly administrative assistant to *PC World*'s Southeast senior account manager, has been promoted to account representative for the Eastern U.S. and Canada. Amy has a BA in communications from the University of Tennessee/Knoxville and is enjoying being a first-time homeowner.

Svetlana Albinder is an accounting specialist for IDG Central Services. A graduate of the College of Notre Dame with a BS in accounting, Svetlana enjoys photography.

InfoWorld welcomes five new employees. **Stacey Teague** has signed on as a reporter-in-training. Stacey has an MS in journalism from Boston University and a BA in pre-law from California State University/Chico. She counts biking, reading, travel and running marathons among her many interests.

Shelia Blair is the publication's new marketing assistant. Shelia attended the University of San Francisco where she earned a BS in organizational behavior. When not working, Shelia fills her time painting, traveling and spending time with her new granddaughter.

Carmen Rouse is *InfoWorld*'s Northwest sales administration manager. Amidst her busy schedule, Carmen finds time to appreciate the joys of parenthood and enjoy musical theater and sailing.

Michelle Rito is a PC support specialist whose job entails staffing the help desk and installing and upgrading software and hardware. Michelle earned a degree in business from San Francisco State University with a concentration in computer information systems. In her free time Michelle enjoys arts and crafts, movies, volleyball and playing piano.

Previously teletype systems specialist for Dean Witter Reynolds, **Marina Sabo** is an account manager. Marina received a degree in communication arts from Ramapo College and has a New Jersey teaching certificate from William Paterson College. Her hobbies include crafts, reading, music and antiquing.

Publish welcomes Assistant Editor **Marina Hirsch**. Marina was a freelance editor and writer for a number of years and her work included stories for *Publish* and *PC World*. She has a BA in creative writing from Pomona College and when she can find a free moment, enjoys reading and traveling.

Elaine Cummings has signed on as an associate editor for *CIO*. Elaine's extensive publishing background has included stints as managing editor of *Digital News & Review* and editorial manager at *Inc.*

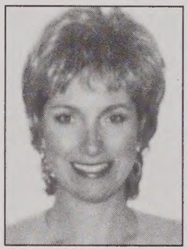
THE IDG BOOKS MERCHANDISING PROGRAM WELCOMES A HOST OF NEW *merchandisers who will be responsible for merchandising and customer support in Southern California. (Left-right):* ***Dick Yee**, **Julie Vincent**, **Deniese Mirolla-Delano**, **Jacqueline Thompson**, **Roseanne Good**, **Debi Taylor** and **Carole Walter**.*

and most recently as executive editor of *Client/Server Today*. Elaine has a BS in business, education and psychology from Salem State College.

Justin Smith is a LAN research analyst for IDC. Prior to joining IDC, Justin was a research associate at PRTM and an economist for Cahner's Economics. A graduate of Williams College, Justin received his BA in economics.

Philip Johnson has joined IDC West as director of the Unix and Advanced Operating Environment Program. Philip comes to IDC from SunSoft where he was manager of competitive intelligence. He has a BA in economics from Lake Forest College.

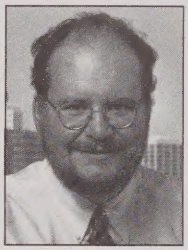
Dustee Anderson has joined *Federal Computer Week* as an editorial assistant. Dustee has a BS in journalism from Kent State University and in her free time enjoys traveling, photography, painting and exploring the Washington, D.C., area.


STEVENS

Jill Stevens is the office manager for IDG's regional office in Irvine, Calif. Jill is an IDG veteran who was an executive assistant at *InfoWorld*, and sales associate/district manager in the Irvine office before leaving the company in 1992. For the past two years Jill worked as executive assistant to the corporate vice president at Allergan Inc. Jill enjoys house remodeling, gardening, and bicycling.

Liz Pabón is an account executive for *Macworld* whose territory will include East and South Bay California, Washington and Canada. Liz is pursuing a degree in economics at the University of San Francisco in the evening. She volunteers for Girls, Inc., an organization that seeks to build self-esteem in teenage girls and young women. Liz coordinates public relations for the group's annual fundraiser, Women of Taste.

TRANSFERS


GLITMAN

Formerly executive editor for *PC World*, **Russell Glitman** has joined *Multimedia World* as editorial director where he will work to strengthen the magazine's relationship with its readers.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Ed Scannell - InfoWorld

THIRTEEN YEARS
Fernando Moran - IDG Spain

TWELVE YEARS
Dave Vellante - IDC
Dorthe Theodoraki - IDG Denmark

ELEVEN YEARS
Leslie Barton - Macworld
Wolf-Dieter Lorenz - IDG Germany
Dorthe Christensen - IDG Denmark
Leif Rasmussen - IDG Denmark

NINE YEARS
Melanie Guy - Computerworld
James Brown - Network World
Charles Barrett - Macworld

EIGHT YEARS
Susan Slater - Network World
Anne Foley - Macworld
Eileen Trapp Henke - CIO

SEVEN YEARS
Sarah McEwen - Computerworld

SIX YEARS
Carol George - Computerworld
Robert Stave - Network World
Florence Delay - IDG France

FIVE YEARS
Melissa Riofrio - PC World
Scott Danish - PC World
Andrew Ware - IDC
Christina Corbett - InfoWorld
John Kelley - IDG
Tom Mathews - IDG
Pasquale Meyer - IDG France
Terri Edelman - IDG Books

FOUR YEARS
Chris Whelan - IDC
Curtis Price - IDC
Laurie Durlester - InfoWorld
Janna Custer - InfoWorld

THREE YEARS
John Blair - IDC Australia
Heidi Anderson - IDG Central Services
Joe Brandon - IDG Central Services
Christine DePedro - Advanced Systems
Karen Gowe - IDC
Elizabeth McPherson - IDC
Aleida Hernandez - IDC
Ayla Güner - IDG Turkey
Sevil Arpinar - IDG Turkey
Nancy Coy - Computerworld
Leticia Lehane - Computerworld
Michael Cooney - Network World
Henri Gillares-Caillat - IDG France
Matthieu Thfoin - IDG France
Lilian Christiansen - IDG Denmark
Marianne Fajstrup -IDG Denmark
Colleen Hurley - CD Solutions

TWO YEARS
Vince Burns - Infotainment World
Janett Kennedy - PC World
Mona de Vestel - LINK Resources
Chris Yalonis - IDC
Eric Lewis - IDC
Tim Clarke - International Publishing Svcs.
Amy Fitzpatrick - IDG Research Svcs.
Marie Elena Medina - IDG Mexico
Candelaria Jaimes - IDG Mexico

ONE YEAR
Leigh Bentley - IDC Australia
Stephanie Daigre - PC World
Jennifer Steele - Integrated Media, Inc.
Garry Vlass - IDC
Thomas Lahive - IDC
Gene Lee - IDC
Ken Torisky - InfoWorld
Lisa Hilton - InfoWorld
Christine Cahill - IDG List Services
Susan Kendrick - IDC Government

CELEBRATING 10

Patty White

HOME: Milford, Mass.

JOINED IDG: February 1985, editorial assistant, *Computerworld*

CURRENT TITLE: Marketing Assistant, Computerworld

BEST PART OF YOUR JOB: My co-workers. No one's position is considered more important than anyone else's. They're always asking if I need help with a project when I'm the one who's supposed to be assisting them. They're good people!

EVER THINK YOU'D BE HERE 10 YEARS? Yes, I'm not much into change. If I'm happy where I am, I'll stay.

WHY YOU JOINED IDG: Because a friend of mine was working here and told me about IDG. It sounded like a good company and a great opportunity, so I thought I'd try it.

WHAT'S KEPT YOU AT IDG: The way employees are treated. You're treated like a real person with a real life and real feelings.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Just a simple "thank you."

MOST REWARDING THING YOU'VE EVER DONE: It would have to be going through with my wedding at Spooky World on Halloween in full costume. I never pictured my wedding like that but I'm glad we did it. We still laugh about it!

DREAM DESTINATION: I hope to someday get to Australia. Maybe for my 20th anniversary luncheon!

WHAT'S THE LAST GOOD DEED YOU DID? March of Dimes neighborhood collection campaign. Although, my mother-in-law would insist it was marrying her son. She's always thanking me for marrying him!

THE CARLTON

COMPUTERWORLD MARKETING ASSISTANT PATTY WHITE JOINS *IDG Chairman* ***Pat McGovern*** *for dinner at the Ritz-Carlton in honor of her 10th anniversary with IDG.*

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WERE ON FIRE? A picture of my mother and father I have on the mantle. They're both deceased, and everytime I look at it, it brings back great memories. It's my most cherished material possession.

MANAGER'S PROFILE: "Patty is a manager's dream. No job is too big or too small to get her 100% attention. She is customer focused right down the line — from inside to outside requests."
— ***Mary Doyle****, director of marketing communications, CW*

IDG WORLD UPDATE

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617-423-1366
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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 12

March 20, 1995

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PC World Editors Scoop Three Neals

PC WORLD EDITORIAL AND DESIGN *teams picked up three Neal awards for editorial excellence last month. Best Single Article went to: (front l-r):* ***Daniel Tynan, Roberta Furger****, (back l-r):* ***Anita Amirrezvani, Robert Kanes, Christina Wood*** *and (not pictured:* ***Cathryn Baskin, Laura Guerin*** *and* ***Jeff Berlin****).*

PC World editors and designers accepted an unprecedented three Neal Awards at a luncheon held last month in New York City, marking the first time such an honor has been bestowed upon the staff of any IDG publication.

Established in 1955 by the American Business Press, the Jesse H. Neal Editorial Achievement Awards recognize excellence in independent business publications. *PCW* is the first computer title in

•CONTINUED PAGE 5•

MACWORLD Expo/Tokyo Continues to Break Records

IDG WORLD EXPO/JAPAN

APPLE CEO MICHAEL SPINDLER (THIRD FROM LEFT) DELIVERED THE KEYNOTE *address to the best-attended MACWORLD Expo ever. Joining him outside the exhibit area are from left:* ***Jyunichi Sasaki****, sales and planning manager at IDG World Expo/Japan;* ***Ken Kaplan****, CEO, IDG World Expo; and* ***Setsurou Tamai****, vice president, IDG World Expo/ Japan.*

While Apple Computer's products continue to take root in the Japanese market, MACWORLD Expo/Tokyo soared to new heights last month, breaking all previous attendance and exhibitor records and solidifying its position as the largest MACWORLD Expo in the world.

Now in its fifth year, MACWORLD Expo/Tokyo last month attracted more than 150,000 Mac enthusiasts to Tokyo's Makuhari Messe, where 318 vendors — 133 of which were first-time exhibitors — displayed their wares in 1,253 booths covering 350,000 square feet. Not only is this the fifth straight time that a new attendance record has been set at MACWORLD Expo/Tokyo, but it also represents the highest attendance ever at any of the MACWORLD Expos held in some 14 countries around the world, according to **Toshiro Nishihara**, press relations manager at IDG World Expo/Japan.

Making his first public address in Japan, Apple CEO Michael Spindler delivered the keynote to a standing-room-only

•CONTINUED PAGE 5•

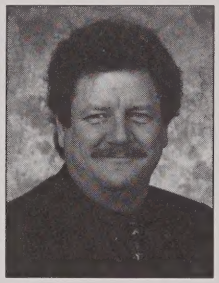
InfoWorld's Alsop Named Executive VP

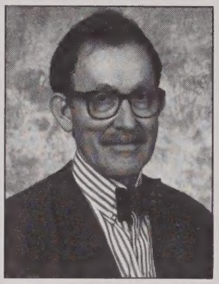
Lowe named editor-in-chief of newly formed InfoWorld Electric

InfoWorld Publishing this month promoted Senior Vice President and Editor-in-Chief **Stewart Alsop** to the post of executive vice president.

At the same time, the company announced that **Michael Lowe** has been promoted to editor-in-chief of InfoWorld Electric. Lowe will continue as senior vice president of InfoWorld Publishing.

Alsop will continue to oversee all editorial operations of InfoWorld Publishing, with all editorial staff of *InfoWorld* and other InfoWorld Publishing publications continuing to report to him. Additionally, he will oversee all new business development for InfoWorld Publishing, including on-line and interactive media, conferences and symposia, printed media, as well as a newly formed publishing venture called InfoWorld Electric. Alsop will also continue to write his weekly column for *InfoWorld*.


ALSOP


LOWE

"Our two most senior editorial executives will be collaborating to help take *InfoWorld*, InfoWorld Publishing, and InfoWorld Electric into the next century," said **Jim Martin**, president and chief executive of InfoWorld Publishing Co. and publisher of *InfoWorld*. "*InfoWorld*'s licensing group has been investigating on-line, CD-ROM, and Internet publishing opportunities for more than two years. It's now time to combine all of those activities into one strategic and focused effort."

Integrating electronic products

InfoWorld Electric is a new venture that will integrate many of InfoWorld Publishing's existing on-line and interactive products, as well as other electronic media, into one family.

"Recent news reports suggest there are tens of millions of users of the Internet, CD-ROMs and on-line services," Alsop said. "Unfortunately, the numbers are meaningless. It's like saying that our customer base is the entire population of the United States. We intend to design electronic products and services that will appeal specifically and exclusively to the 250,000 qualified readers of *InfoWorld*."

With the new assignments for Alsop and Lowe, InfoWorld Publishing has begun an immediate search for several top-notch editorial people to fill the newly vacated positions at the newspaper.

Alsop has nearly 20 years of experience in the high-tech editorial field. He has been with *InfoWorld* as editor-in-chief since 1991. Lowe has nearly 30 years of experience in the editorial field and has been with IDG for 16 years and with *InfoWorld* for the past 11 years.

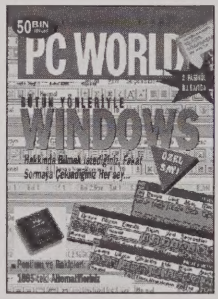
PCW Türkiye Wins Top Spot with Three-Pronged Assault

With the launch of a 24-page monthly supplement for novice PC users, a computer supplement in Turkey's largest daily newspaper, and an intensified commitment to editorial quality, *PC World Türkiye* has faced off against its fiercest competition.

In January *PC World* logged its fifth consecutive month ahead of *PC Magazine* at the newsstands. Combined newsstand and subscription sales of 21,000 secured *PC World*'s spot as Turkey's largest IT publication.

"When Ziff entered the country with *PC Magazine* in January 1994, everybody expected it to bulldoze every magazine in its way and to terminate our leadership," said Editor-in-Chief **Akdogan Özkan**. Initially *PC Magazine*'s print quality and promotion to distribute software disks with each issue did make the magazine No.1. In response, *PC World*'s staff stepped up its focus on editorial quality and revamped the publication's look.

"The immediate result was horrible," Özkan said. "We lost more readers in a single month than in the previous three months." Undeterred, the staff continued imposing stringent editorial guidelines and redesigned the magazine's cover to better represent its content and style.

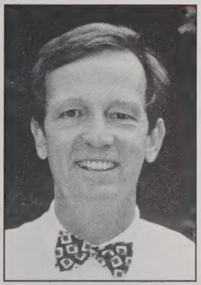


Gradually, this approach yielded the publication a stronger market share, and by September '94 *PC World* commanded a slight lead which has continued to increase since then. In the hopes of diversifying and expanding its readership, *PCs Simplified* was introduced in the January issue of *PCW*. A series of 13 supplements targeting beginning PC users, *PCs Simplified* is an encyclopedia-type reference guide that covers topics from "Inside a Computer" to "Upgrades: A-Z."

The continued growth of Turkey's SOHO market has resulted in stepped-up marketing campaigns in daily newspapers. With the second and third largest dailies already running weekly IT supplements, *PC World* approached *Hurriyet*, the country's leading daily, with an offer to write editorial for its "Computer Pages" in return for free advertising. IDG Turkey's logo is printed across the top of the weekly supplement, and Özkan says that vendors and readers contact the company directly, with inquiries as well as subscription and advertising requests.

Beginning this month, *PC World* will assume responsibility for advertising in the IT supplement, generating a modest additional revenue for the company. Via a high-visibility forum reaching the daily's 700,000 subscriber base, *PC World* is expanding its readership and fortifying the company's reputation.

ON LINE



GARY J. BEACH

The president of Computerworld, Inc., is this week's guest columnist.

Q What's the latest on Computerworld's online division? We haven't heard much, other than that we've formed one.

A Since we announced the Electronic Media Division in September 1994 we have been focusing on three areas: 1) finding the absolutely best person in the country to run it; 2) determining the best platform to deliver content; 3) developing a strategy to make money in cyberspace by asking customers what they want and, more important, what they are willing to pay for. We are making progress in all three areas. Stay tuned for some big announcements!

What other new projects are ahead for Computerworld in '95?

It would take an entire issue of *IDG World Update* to list all of the new initiatives in our five operating divisions. Here's a sample: This spring *Client/Server Journal* will publish a special issue on the 25 most exciting implementations of client/server computing. *Computerworld* just launched a profitable new venture called The I/S Leadership Series and is busy putting the final touches on the launch of the Global 100. The Professional Development Division, in addition to significantly outperforming its sales goals, is about to be the first division at Computerworld, Inc. to have a home page on the World Wide Web. The Customer Information Division, which includes Computerworld's Database Division and Response Technologies is partnering with IDC and the new IDG End User Services business unit on exciting customer information projects. The Events Division is gearing up for the most successful ever Computerworld Smithsonian Awards, the launch of the Apple Enterprise Awards, the second annual Object Technology Awards at Object World, the Fourth Annual Windows World Open and the Second Annual Executive Technology Summit, sponsored in partnership with The Society for Information Management.

In 1994, *CW* had the highest growth in advertising revenue of any major computer industry publication. Will *CW* be able to sustain this impressive growth?

We have been fortunate that centralized management of distributed computing/networking infrastructure continues to be the most desired positioning for major computer, software, networking and peripherals vendors. We like to say — and it seems vendors are agreeing by voting with their pocketbooks — that *Computerworld* readers own the infrastructure. As long as we stay focused on being out in the market and listening to customer needs I am confident we will continue our sales and revenue growth.

Are there still plans to have Bill Gates and Gordon Bell be guest publishers of *CW*? [Both won the prize as top bidders in last year's Computer Museum fund-raiser.]

Gordon Bell's name will appear as publisher of *CW* the week of March 20, and he will also write an article; Bell will also visit *Computerworld* in Prague next month. Similarly, Bill Gates will top our masthead in September and will visit *China Computerworld* in Beijing. We plan to repeat this exciting offering at the 1995 Computer Bowl in April.

Why isn't *Computerworld* included on the ComputerSelect CD-ROM? I've seen *InfoWorld* articles in there.

We prefer to grow our CD-ROM products here at IDG and have had success developing products in conjunction with Paul Earl's CD Solutions, Inc. over the past few years.

What's Response Technologies up to?

RT is a lead generation and inquiry management organization whose largest customers include Bolt, Beranek and Newman; Zenith Data Systems and MapInfo. They just moved into new headquarters in Framingham and have staffed up with an incredible group of professionals who are among the most dedicated at Computerworld, Inc.

The group is hitting all cylinders on sales. For the first three months of 1995 Response Technologies has nearly doubled its revenue goals. I expect the group's revenue to double this calendar year.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

ON THE INTERNET

This column will appear monthly to address issues related to understanding and using the Internet. If you have specific questions you would like to see answered regarding the Internet, please send them to IDG World Update via fax: 617-423-0712; Lotus Notes or the Internet: (patricia_smith@idg.com, penny_winn@idg.com, or stephanie_noyes@idg.com).

You've heard of the Internet. You might be on the Internet. You've been told that nearly every piece of information in the world is located somewhere on it. You probably have several Internet addresses on business cards and scraps of papers. Maybe you've even "surfed" the 'net. And no doubt you've tried to figure out exactly what the Internet is.

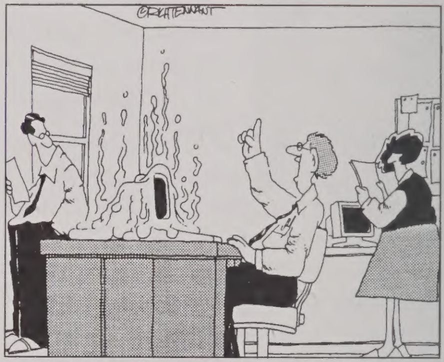
The Internet is a network of networks that share a common way of communicating, a protocol called TCP/IP. With this common foundation, computers on the Internet can find each other and speak with one another. At this basic level, every computer on the Internet is the same.

Other programs and protocols take advantage of all this plumbing to provide useful (and less–than–useful) services and information. For example, picking up a piece of information on the Internet's World Wide Web (more on this in another issue), requires three components: a WWW server program that can provide information; a WWW client program that can request that information; and a common language, called HTTP, that allows client and server to speak to one another. As long as the client and server programs can speak HTTP (and the computers speak TCP/IP), they can interact. It does not matter what kind of computer you are using, only that the programs can speak the same language.

This is remarkably similar to what you do on your computer and local-area network now. You may have a BusinessTalk client that calls GE's mainframe and picks up your mail. Or perhaps you have a Notes client on your desktop that speaks to a Notes server.

A worldwide resource

So from the user's point of view, the Internet works and looks a lot like a (really big) network: user X connects to server Y to request file Z, for example. The difference only becomes apparent when X, on a computer in Dallas, realizes that Y is in Helsinki. And what a difference this is; information put up on the Internet for public use by anyone, anywhere on the planet is available for you to look at. This does not make the Internet the Information Superhighway, but it is the closest thing computers can do to give you the feeling of being on the open road.



"I think this answers our question — no, it's not a good idea to try to download the entire Internet at one time."

DEFINE YOUR TERMS

- **TCP/IP : A pair of protocols that all machines on the Internet understand. It allows any machine to find and communicate with any other. It stands for Transmission Control Protocol/Internet Protocol.**

- **WORLD WIDE WEB : Abbreviated WWW (and occasionally W3). The WWW is one part of the Internet that contains a hefty chunk of information in an easy–to–navigate, point–and–click form. When people talk about "surfing the net," they usually mean poking around on the WWW. "Home Pages" are part of the WWW. There will be much more on this in later issues.**

- **HTTP : This is the common language that WWW servers and clients speak to get information from one to the other. From a user's point of view, the term is worthless but good to become accustomed to seeing, as places to go on the WWW are written in the form "http://www.idg.com/." HTTP stands for Hyper Text Transfer Protocol.**

From a technical standpoint, the view is much more complicated. In short, data is moved over heterogeneous mediums (Ethernet, microwave, phone lines, etc.) between computers in a fairly intelligent way via specialized hardware called routers.

A puffy cloud

In diagrams, this collection of wires and hardware has been conveniently reduced to a picture of a puffy cloud labeled "The Internet." Coming out of the cloud are a few lines, often with computers at the end captioned as "Computer X" and "Server Y." The use of a cloud to tell you how X and Y are connected means that you don't have to know what is going on inside the cloud, just that X and Y are connected.

What's really critical to note here is that we can think of the Internet as a cloud because as long as any given piece of the network speaks TCP/IP, it doesn't matter what it is physically—copper phone lines or fiberoptic cabling, microwaves or coaxial cable. You don't have to worry about it.

You only have to worry about one thing technical: getting an Internet connection. That will be the next item for discussion and the last bit of technical talk before we go off and explore the Internet.

*Thanks to **Eric Zimmerman** of IDG's Global Communications Project for contributing this article.*

IDG Job Opportunities Update
Monday March 20, 1995

PART-TIME RECEPTIONIST (IDG/CI)
Individual will perform front desk responsibilities including greeting visitors and answering phones on a ten line console. Duties will include providing clerical/secretarial support to the business units, serving as back-up to various facilities department functions and distributing mail . Minimum of one year experience necessary.

PART-TIME PC HARDWARE INTERNSHIP (IDC)
The selected candidate will assist in the weekly production of the department's newsletter and the IDC Weekly Update. Duties will include gathering news from on-line services and wires, writing articles and preparing tables, and assisting in distribution of hardcopy. Strong writing skills are necessary. Knowledge of financial and market reporting essential. PC experience with WordPerfect and Excel/Quattro Pro required. This is an on-going position.

PART-TIME SALES ASSISTANT (IDC)
This position will provide general administrative support to the Sales Department in the Islelin, NJ office. Duties will include phone coverage, client interaction, typing, filing, faxing and photocopying. Word and Excel skills essential. (20 - 25 hours per week)

PART-TIME SALES ASSISTANT (IDC)
This part time position will provide general administrative support to the Sales Department in the Austin, TX office. Duties will include phone coverage, typing, filing, faxing, photocopying and maintaining the library. Individual must be organized and able to handle multiple tasks. Word and Excel skills necessary. (20 hours per week)

GROUP OPERATIONS COORDINATOR (IDC)
The Systems, Software, Storage and IRS research groups are looking for an individual with strong organizational and multi-tasking skills. Responsibilities include: monthly report distribution, client support, client file maintenance, research file maintenance, data entry of client transmittal forms and inquiry forms, fax board maintenance and maintenance of clients with Internet addresses. Administrative duties include: travel arrangements, faxing, mailings, arranging meetings, packaging binders to new IDC clients and managing teleconferences. Knowledge of Paradox, MS Word, Internet and E-mail helpful.

DESKTOP SYSTEMS SUPPORT SPECIALIST (IDC)
IDC is seeking a service oriented individual with 3-5 years Macintosh and LAN experience to provide Mac and PC hardware and software support, including configuration, installation and repair for internal users on a Novell 3.1x network. Duties will include replacing parts and installing new equipment. Experience with Macintosh OS, Windows, Excel, Word and cc:Mail necessary. Lotus Notes a plus.

LOTUS NOTES SPECIALIST (IDC)
Ideal candidate should have substantial development and administrative experience in a complex Lotus Notes environment. Knowledge of OS/2, Communications, Windows and Macintosh required. NT experience a plus. Strong troubleshooting skills are essential. Excellent communication skills are necessary. A minimum of 3 years experience in Lotus Notes preferred.

LOTUS NOTES / ELECTRONIC MEDIA SPECIALIST (CWI)
The individual in this position will be responsible for developing and supporting Lotus Notes applications for internal and external users, developing testing plans for new releases of Lotus Notes and add-on products, training managers and users in the use of custom developed applications and working with the editorial staff to develop customized applications to Notes. Experience with Lotus Notes in an administrative role and developing Lotus Notes databases a must. A BS degree or equivalent required. Publishing experience a plus.

MAILING SERVICES / FULFILLMENT ASSISTANT (CWI/RTI)
The individual in this position will assist the Fulfillment Coordinator in the daily operations of the shipping department. Duties will include maintaining an accurate receiving log, daily picking and packing of customer orders, maintaining fulfillment log of all shipped orders, and operating shipping computer for UPS, Federal Express and mail machine for UPS shipments. A car and a valid MA drivers license are required for short distance mail runs. Must be able to lift up to 50 lbs.

IDG Job Opportunities Update
Monday March 20, 1995

SENIOR SALES ASSISTANT (IW)
The ideal candidate will handle weekly closing of the display edition, interact with clients via telephone, provide database management and general sales administrative support. Strong organizational skills are necessary. PC literacy a must. Publishing or advertising experience preferred.

ASSISTANT TO PRE-PRESS COORDINATOR (IDG/B)
The individual in this position will perform QC read on blue line proofs as well as on final passes of new titles. Candidate will ensure that book proofs adhere to design and style conventions. Macintosh experience required. Proficiency in Aldus PageMaker 50, MS Word and FileMaker Pro a must.

PAGE LAYOUT TECHNICIAN (IDG/B)
Successful candidate will do page layout using Macintosh computer and peripherals. Knowledge of Aldus PageMaker or QuarkXPress required. Working knowledge of MS Word necessary. Individual must be creative and able to handle a high volume or work.

EDITORIAL MANAGER (IDG/B)
The individual in this position will manage editorial acquisitions activity, evaluate quality of selected proposals, develop strategies for managing unusual situations, assign project editors to newly signed titles and provide beta software test site. Responsibilities will include providing editorial and fiscal administration, allocating project resources, reporting project status, troubleshooting production schedule issues and developing budget projections. 5-7 years publishing and supervisory experience preferred.

MANUFACTURING COORDINATOR (IDG/B)
Selected candidate will provide support to the manufacturing department by processing invoices, reconciling discrepancies, maintaining library of current titles and purchasing and managing parts and components. Responsibilities will include verifying vendor schedules, verifying orders, processing purchase orders and maintaining all associated files and record systems.

MEDIA / ARCHIVE ASSISTANT (IDG/B)
The individual in this position will prepare materials for foreign rights requests, complete international and domestic shipping documents, maintain a database and filing system and perform various production duties. Must be Mac literate. Experience with PageMaker and familiarity with DOS/Windows text formats preferred. Knowledge of the Internet helpful. Experience in international shipping a plus.

FLUEGELMAN INTERN (PCW)
This is a six-month internship program which will provide hands-on training in research, reporting, editing and writing. Individual will work with the various sections within the PC World Editorial department. Strong writing skills necessary. Knowledge of PC's and PC technology desired.

ADMINISTRATIVE ASSISTANT - FAXBACK DEPARTMENT (PCW)
The individual in this position will assist in direct mail campaigns, information processing, data entry and special projects. This position is casual part-time, less than 30 hours.

CIRCULATION ASSISTANT (PCW)
Selected candidate will track expenses of the department and assist the Circulation Business Manager with monthly financial deadlines. Individual will provide statistical analysis of circulation renewal and billing marketing programs. Experience with spreadsheet design and analysis on the PC (Excel) preferred. Basic knowledge of magazine circulation fulfillment essential. Prior experience in a publishing or advertising environment helpful.

BUSINESS MANAGER, PCW NEWSLETTER GROUP (PCW)
This position is responsible for financial planning, reporting, forecasting and analysis to the PCW Newsletter Group. A BS in Accounting or equivalent experience is required. A minimum of 3 years experience creating financial forecasts, writing , implementing and administering budgets, plus general knowledge of accounting procedures necessary. Proficiency in Lotus 1-2-3 and knowledge of Excel and other business application's software helpful.

IDG Job Opportunities Update
Monday March 20, 1995

GRAPHIC ARTIST (EMS)
The individual in this position will create all in-house work for the IDG home page and the products created by the Technology and Platform Development team. Candidate will assist Evangelists in informing outside multimedia developers about the technical requirements necessary to create mixed media content on a project basis. Requires familiarity with the WWW. Candidate should understand some programming related to graphical tools (Lingo, AppleScript) and development for both network and CD-ROM based content. Must be able to guide the development of automated tools for data and content conversion.

EVANGELIST (EMS)
This position will act as primary technical contact for internal marketing and sales as well as the development team, Multimedia Interface vendors, other IDG business units and third-party partners. Evangelists communicate customer recommendations, requests, updates and changes to internal technical groups and will help external groups understand the technical boundaries within which development must take place. Evangelists also play a key role in communicating the role of the Technology and Platform Development group to IDG and third-party partners.

DESIGNER, GAMEPRO (IFTW)
The individual in this position must have a working knowledge of DTP, film processing and web printing. Candidate must be Mac proficient with Quark, Freehand, Illustrator and Photoshop. A minimum of 3 years experience in computer and conventional paste-up layout and design required. Knowledge of the gaming industry a plus. Organizational skills are necessary. (2 positions available)

ASSISTANT PRODUCTION MANAGER (IFTW)
The ideal candidate should be a team player who invites challenges and is able to work in a fast-paced environment. A minimum of 4 years experience in DTP and preparing digital files for prepress required. Individual must be Mac proficient with excellent skills in Quark. Experience with Freehand, Illustrator and Photoshop desired.. Working knowledge of film processing and web printing essential.

PRODUCTION / DESIGNER (IFTW)
The individual in this position will manage assigned work and ensure that all deadlines are met. A minimum of 4 years experience in 4-color design required. A professional art and design background necessary. Macintosh literacy in DTP and fluency in Quark, Illustrator, Photoshop and Freehand essential. Organizational skills a must. Book publishing experience a plus. (2 positions available)

ART DIRECTOR, GAMEPRO (IFTW)
This position requires a minimum of 5 years experience in design, type, art direction, design staff, management and budgeting. Must be Mac proficient with Quark, Freehand, Illustrator and Photoshop. A working knowledge of DTP, film processing and web printing essential. Knowledge of the video gaming industry preferred. Excellent organizational skills necessary.

PRODUCTION COORDINATOR (IFTW)
The ideal candidate must be Macintosh desktop publishing proficient with an eye for type and layout. A minimum of 3 years experience in computer production and design for print. Knowledge of prepress and printer/vendor interface experience preferred. Book publishing experience a plus. Organizational skills essential.

SALES ASSOCIATE / ELECTRONIC ENTERTAINMENT (IFTW)
The individual in this position will be responsible for customer service, database management, mailings and general administrative functions in servicing advertisers. Macintosh proficiency (Microsoft and Excel) required. Strong communication, time management and organizational skills essential.

REGIONAL MANAGER / GAMEPRO (IFTW)
The ideal candidate will create effective sales strategies, establish aggressive sales targets to ensure growth of the magazine, and meet advertising revenue goals for the Central Region. A minimum of 5 years advertising experience, preferably in the consumer publishing industry, and a demonstrated closing and creative problem solving abilities are required. Excellent interpersonal and communication skills are essential. (Chicago, IL)

IDG Job Opportunities Update

March 20, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	IS NETWORK Manager	Boston, MA	S. Brown	(508)935-4099
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG	Research Analyst	IDG Rsch. Serv. Fram. MA	D. Volpe	(508)935-4192
IDG	P/T Asst./Rsch Dept.	IDG Rsch. Serv., Fram. MA	D. Volpe	(508)935-4192
IDG	Account Executive	IDG List Serv., Fram. MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/CS	Computer Technician	San Francisco, CA	N. Noble	(415)978-3361
IDG/CS	Accounting Specialist	San Francisco, CA	M. Reyes	(415)978-3364
IDG/CS	Computer Technician / Central Services	San Francisco, CA	W. Clegg	(415)978-3359
IDG/CI	Receptionist	Irvine, CA	P. Fowler	(508)935-4796
CCI	Managing Editor	Cambridge, MA	J. Engel	(603)924-7271
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
WEC	Manager / Director IS	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Senior Conference Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
NW	Publisher	Framingham, MA	M. Cornetta	(508)935-4734
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Sales Assistant	Iselin, NJ	E. Martin	(508)935-4649
IDC	P/T Sales Assistant	Austin, TX	E. Martin	(508)935-4649
IDC	Group Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Systems Support Specialist	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Administrative Assistant, Publications / IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Office Asst./Systems (30 hr.)	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Workstations	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Analyst, Demand-Side Rsch.	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Sales Support Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
IDC	Sr. Analyst, App. Dev. Tools	Framingham, MA	S. Brown	(508)935-4099
IDC	Graphic Design Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Research Analyst, UNIX Tools	Framingham, MA	S. Brown	(508)935-4099
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Desktop Publishing Specialist	Falls Church, VA	E. Ouellette	(508)935-4605
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
CWI	Lotus Notes / Electronic Media Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Programmer Analyst - fox Pro	Framingham, MA	S. Perry	(508)820-8160
CWI	Desktop Publishing Specialist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	Test Center Director	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160

IDG Job Opportunities Update

March 20, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	P/T Merchandisers	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Int'l Sales Account Exxecutive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Admin. Asst. / Faxback Dept.	San Francisco, CA	Z. Stefanova	(415)974-7353
PCW	Circulation Assistant	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Int'l. Sales Account Executive	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Assistant Editor, Reviews	San Francisco, CA	O. Linderholm	(415)978-3225
PCW	Performance Analyst	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Test Center Coordinator	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Director of Trade Shows	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Business Analyst/Online Services Group	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Senior Editor, Reviews	San Francisco, CA	C. Barr	(415)974-7364
PCW	Marketing Assistant	San Francisco, CA	S. Laughlin	(415)978-3329
PCW	Assistant to the Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW	Sales Account Manager	TBD	I. Kane	(617)439-0064
PCW	Senior News Editor	San Francisco, CA	R. Glitman	(415)978-3195
PCW	Director of National Accounts	TBD	J. Edman	(415)978-3250
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Business Manager	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW/MMW	P/T Administrative Assistant	Boston, MA	I. Kane	(617)439-0064
PCW/MMW	P/T Administrative Assistant	Rosemont, IL	V. Bonney	(708)827-4439
PCWMMW	Circulation Manager	San Francisco, CA	N. McLaughlin	(415)978-3109
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Macintosh Database Programmer	San Francisco, CA	R. Valdez	(415)267-1707
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
MAC	Administrative Assistant	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Chief Executive Officer	San Francisco, CA	S. Ginenthal	(415)978-3203
EMS	Graphic Artist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Evangelist	San Mateo, CA	C. Neumann	(415)312-0501
IFTW	Designer, GamePro (2)	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Assistant Production Manager	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Production / Designer (2)	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Art Director, GamePro	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	F. Mao	(145)28+6-2518
IFTW	Sales Associate / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Regional Manager / GamePro	Chicago., IL	J. Rousseau	(415)286-2525
IFTW	Book Editor	San Mateo, CA	W. Knibbe	(415)286-2542
IFTW	Production Coordinator/Book Div.	San Mateo, CA	L. Kavish	(415)286-2586
IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

IDG Job Opportunities Update

March 20, 1995

Division	Title	Location	Contact Mgr.	Phone
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW/RTI	Mailing Services / Fullfillment Assistant	Framingham, MA	T. O'Connor	(508)820-8566
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Senior Sales Assistant	Framingham, MA	L. Schmid	(415)312-0669
IW	Sales Rep. - Demographic Editions	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Receptionist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Test Developer	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters / Senior Writers (2)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Assistant to Pre-Press Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Manufacturing Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Media / Archive Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Accounts Receivable Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Customer Service/Sales Admin. Rep.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Associate Editor	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222

NEAL AWARDS

continued from page 1

the award's history to receive three awards in the same year. This is also the first time in three years that an IT publication has been honored and the first time since 1981 that a magazine in the Class C category (annual ad revenues over $5,000,000) has won three awards in one year.

The more than 750 entries in the competition were evaluated by three criteria: service to the industry, journalistic enterprise and editorial craftsmanship. Howard Rauch, who was among the judges, was quoted in the American Business Press newsletter as saying, "This is the best group of finalists I've seen in years."

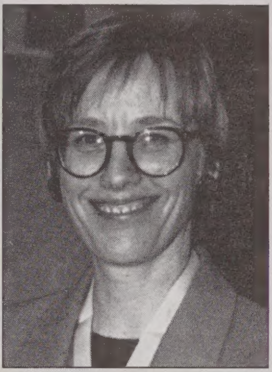
The award for Best Investigative Article was presented to **Russ Glitman**, **Joe Abernathy**, **Cathryn Baskin**, **Robert Kanes**, **Jeff Berlin** and **Barbara Adamson** for "Highway Robbery: Selling the Net." The article was published as a special report in the May '94 issue of *PC World* and examined the entities funding the development of the Information Superhighway.

"Your New PC: DOA or Destined for Glory?" won the award for Best Single Article. **Roberta Furger**, **Daniel Tynan, Christina Wood**, **Anita Amirrezvani**, **Cathryn Baskin**, **Laura Guerin**, **Jeff Berlin** and **Robert Kanes** accepted the award for the piece, which appeared in last June and reported the findings of the largest independent PC Service and Reliability Survey.

The Best How-To Article went to **Steve Fox**, **Dan Miller**, **Eric Knorr**, **Daniel Tynan**, **Cathryn Baskin**, **Robert Kanes** and **Laura Guerin** for "Upgrades: When They're Worth It, and When They're Not," which appeared in *PCW* last November.

"The awards reflect the commitment of the entire editorial staff at *PC World* to provide our readership with current, well-researched and insightful editorial each and every month," said Editor-in-Chief **Phil Lemmons**.

BASKIN WINS EDITORIAL FELLOWSHIP



BASKIN

In a presentation at the Neal Awards luncheon, *PC World* Editor Cathryn Baskin became the first recipient of the McAllister Editorial Fellowship, sponsored by the Business Press Education Foundation.

The $25,000 fellowship was established in memory of Donald McAllister to promote the study of writing for business-to-business publications. Until his death in 1993, McAllister served as Executive Committee chairman for Geyer-McAllister Publications. He was also a former American Business Press chairman.

In addition to overseeing *PC World*'s editorial, art and production processes, Baskin produces quarterly reports with publications like *Newsweek* and interprets *PCW*'s monthly editorial tracking surveys that contribute to increased reader satisfaction. She works in conjunction with the *PC World* Test Center and serves as co-editor of the "Smart Computing for Kids" supplement published quarterly with *Child* magazine.

Among her most significant achievements was the creation of the IT industry's only ongoing PC Service and Reliability Survey. Her efforts in this area earned her and her team the 1995 Neal Award for Best Single Article.

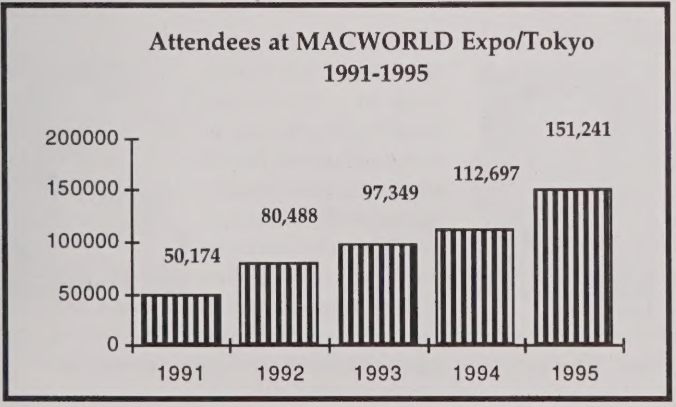
As a result of this fellowship Baskin will teach a tutorial at Northwestern University's Medill School of Journalism in Chicago.

MACWORLD EXPO/TOKYO

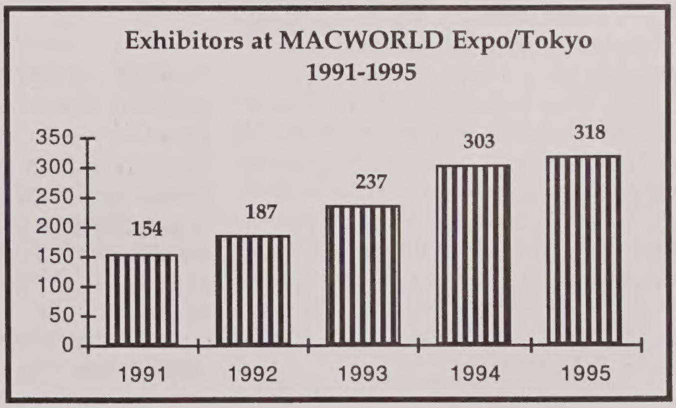
continued from page 1

crowd. Boding well for MACWORLD's continued health, Spindler said that Japan is now responsible for $1.5 billion of the $2.5 billion in revenues that Apple earns in its "emerging and growth markets" and that Japan is instrumental to Apple's future growth plans.

Echoing this optimism, IDGWorld Expo/Japan Vice President **Setsurou Tamai** said, "I think we were able to realize all the possibilities that the Macintosh has toward the future in MACWORLD Expo/Tokyo."



Attendees at MACWORLD Expo/Tokyo
1991-1995



Exhibitors at MACWORLD Expo/Tokyo
1991-1995

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

BRANDEL

Mary Brandel, previously senior writer for *Computerworld*, has joined the *Computerworld Client/Server Journal* as senior editor. Mary joined *CW* in 1987 as a copy editor and subsequently served as chief copy editor and senior editor/features. "The addition of a seasoned editor such as Mary will enable the *Journal* to increase its service to the IS community," said Associate Publisher **Jim Hussey**.

BURNS

Pamela Burns has been promoted to vice president of product development at ExecuTrain. Most recently director of course development, Pamela joined ExecuTrain in 1988 as a technical writer. "Pam has played an essential role in the growth and success of ExecuTrain over the past seven years," noted Executive Vice President **Kim Deutsch**.

NEW EMPLOYEES

IDG WORLD UPDATE

McLAUGHLIN

Namrita Sethi McLaughlin has signed on as a senior analyst for IDC's Software Support and Integration Services Group. Namrita earned her MBA at the University of Pittsburgh and enjoys golf and aerobics.

IDC West welcomes **Natalie Eisner** as a senior analyst who will be involved in Latin American research. Previously international marketing manager for Bell and Howell, Natalie has a BA in Spanish from the University of Illinois at Urban/Champaign. She earned a masters degree from the American Graduate School of International Management and enjoys tennis and cycling.

Rebecca Bond has joined *Macworld* as an editorial administrative assistant. Prior to joining the publication Rebecca was a researcher for Ace Investigations. She received a BA in political theory from Williams College and is an avid motorcyclist.

IDG Books has hired **Amy Pethick** as foreign and subsidiary rights assistant. Amy earned a BA in Asian Studies from Mount Holyoke College and counts reading, canoeing and frequenting museums among her outside interests.

Jessica Leonard is PCW Newsletters' new circulation coordinator. Jessica has a BS in accounting from Bentley College. Her favorite free-time pursuits include bungi jumping, white water rafting and horseback riding.

Kathryn Gonia is an inside sales representative for IDG World Expo. Kathryn, who has a BA in English from Gonzaga University, will be working out of World Expo's San Mateo, Calif., office. Outside the office Kathryn enjoys mountain biking, playing soccer and mastering languages.

FURST

Allen Furst is director of sales for Asia and will be based in Framingham. Allen was founding publisher of *Electronic Business Asia* and served as director of new business development/Asia for Cahners Asia Ltd. He received a BA in journalism from Northeastern University.

IDG WORLD UPDATE

GARVEY

Network World's new mailroom supervisor is **Tom Garvey**. He most recently worked as a production line supervisor at Microsemi, a manufacturer of computer parts . A native of Peoria, Ill., Tom earned a degree in economics from Illinois State University. Golf and camping are among his favorite outside interests.

IDG WORLD UPDATE

SCOTT

Kathy Scott, who spent the past six months filling in for **Cheryl Crivello** as assistant to the editor-in-chief, has signed on as a staff writer for *NW*. Kathy will be covering client/server applications. For 18 years Kathy taught a variety of business education programs at private junior colleges in the Boston area. She has a BA in sociology from Emmanuel College and enjoys tap dancing, reading and walking.

Leslie Canales is an account manager for *InfoWorld*'s Demographic Sales Division. Leslie most recently worked as a regional sales representative for Holm-Dietz Computer Systems. She has a BS in business with a concentration in marketing from Cal Poly State University/San Luis Osbispo, loves music and horseback riding, and has just picked up skiing.

TRANSFERS

IDG WORLD UPDATE

LANSBERG

Helene Lansberg, former executive assistant in the IDG Chairman's Office, is now working in Framingham as executive assistant to the president of the newly formed IDG User Services group. A four-year IDG veteran, Helene has a BS in marketing and business from Northeastern University. She enjoys skiing, music and travel in her free time.

McARDLE

Shannon McArdle, formerly Electronic Marketplace Systems' receptionist, has joined *Macworld* as a marketing assistant. She has a BA in history from the University of California/Los Angeles and is the editor of her high school alumni association newsletter.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Joan Pinsky - Network World
Pam Valentinas - Network World

TWELVE YEARS
Cynthia Sparrow - IDC

TEN YEARS
Terry Lee - IDG Australia

NINE YEARS
Merv Langby - IDC Australia
Michael Sullivan-Trainor - Computerworld
Joanne Hoffman - Macworld

EIGHT YEARS
Richard Villars - IDC
Michele Winiker - IDC
Susan Cardoza - Computerworld
Patricia Sims - IDG List Services
Renee Savell - IDG
Karman Cheng - IDG Hong Kong

SEVEN YEARS
Peggy Watt - Network World

SIX YEARS
Tim Zittle - InfoWorld
Per Landin - IDG Sweden
Margarita Chiango - IDG
Judy Bonasoro - IDG

FIVE YEARS
John Goddard - PC World
Corinne Cox - PC World
Denise Haines - IDC
Sara Messmer - Network World
Maureen Roberti - IDG Telecommunications
Ricky Liu - IDG Hong Kong

FOUR YEARS
Jeffrey Fuchs - IDG Central Services
Stanley Corker - IDC

THREE YEARS
Louise Donahue - IDG World Expo
Judith Kokernak - Computerworld
Nancy Hannagan - IDG List Services
Dominique Houdin - IDG France
Hélène Truffaut - IDG France
Robert White - IDC U.K.

TWO YEARS
Ken Vitagliano - IDG World Expo
Thomas Hernandez - IMI
Kris Cunningham - InfoWorld
Martin Jobeus - IDG Sweden
Ingvar Siverling - IDG Sweden
Amy Koulouris - Network World
Denise Bove - IDG Telecommunications
Ken Kainuma - IDG Japan
Klaus Breu - IDG Germany
Jennifer Roach - IDG Australia
Emmanuel Bustamante - IDG Venezuela

ONE YEAR
Nancy Miller - PC World
Jaye Tyler - CW/Response Technologies
Tracy Pennell - Network World
Stephanie Noyes - Int'l Publishing Services
Susan Ciullo - IDG
Selin Gabriel - Macworld
Mark Stafford - IDG Australia
Ginny Tolan - IDG Books
Bill Barton - IDG Books

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Bill Hatfield will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. The honorable mention winners below will receive *IDG World Update* pencils and pencil sharpeners.

HONORABLE MENTIONS:

"I still say we should evaluate ISDN on its merits."

-John Spragens
InfoWorld

Their officemates looked on in disbelief as Ned and Vern took their Mac vs. Windows debate to a new low.

-Ted Julian
IDC

Another stalemate in the Microsoft Justice Department negotiations.

-Brian Doherty
IDG World Expo

"Okay, Windows or Macs?"

-Cara Wong
IDC West

The screen Microsoft's "Bob" product brings up when you have too many programs running at once.

-John Pescatore
IDC Government

God forbid! Every April it's the same — all this just for a pay increase.

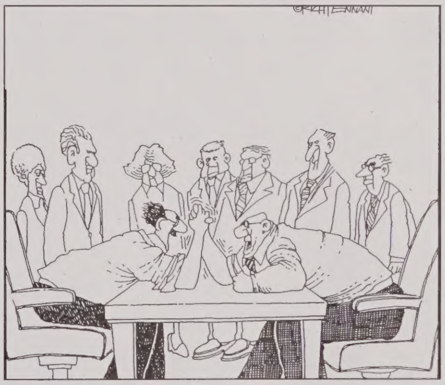
-Susan Wrenshall
IDG Media

First it was baseball. Is there a sport not in deadlock?

-John Needham
IDG U.K.

"This really is an interactive game!"

-John Blair
IDC Australia



As Microsoft attorneys look on, the FTC and Justice Department decide the outcome of their Consent Decree.

-Bill Hatfield
IDG Books Worldwide

Rich Tennant's original caption:
After the initial merger of two companies comes the delicate process of selecting a dominant software system.

CELEBRATING 10

Sharon Bryant

HOME: Bellingham, Mass.

JOINED IDG: October 1984 as a typesetter at *Computerworld.*

CURRENT TITLE: Reprint manager. I handle all reprint and permission requests for *CW*, from the initial call to the reproduction of the reprints.

BEST PART OF YOUR JOB: Every day is a different challenge. No two days are alike.

MOST UNUSUAL THING THAT'S EVER HAPPENED TO YOU AT WORK: Frank Wielki had someone at *CW* call me and tell me that I had won a trip to Bermuda when I really didn't. (Long story!)

WHY YOU JOINED IDG: As a senior in high school as part of a co-op program I would work one week at *CW* and then spend one week in class. When I graduated, *CW* offered me a full-time position, which I took, but left in the fall to go to college. I returned in 1984.

WHAT'S KEPT YOU AT IDG: Job opportunities, the people and the *CW* atmosphere.

MOST REWARDING THING YOU'VE EVER DONE? I was a Big Sister to an 11-year-old girl in the Big Brother/Big Sister organization.

COMPUTERWORLD'S SHARON BRYANT RECENTLY JOINED IDG *Chairman **Pat McGovern** for dinner at Boston's Ritz-Carlton in celebration of her 10th year with the company.*

WORDS TO LIVE BY: Good things come to those who wait.

INTERESTS OUTSIDE THE OFFICE: Softball, volleyball, my husband Bob and my 3-year-old son, Joey.

MANAGER'S PROFILE: "Sharon has our Reprint Department running like a Swiss clock. She is totally solution-oriented and provides outstanding customer service."

— ***Mary Doyle**, director of marketing communications, CW*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

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March 27, 1995

IDC OFFICES EXPLORE INTEGRATED APPROACH TO HUMAN RESOURCES ISSUES
PAGE 2

ON LINE: BILL MURPHY TAKES A TURN AS THIS WEEK'S COLUMNIST
PAGE 3

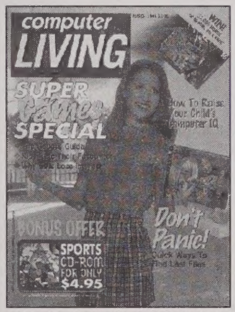
MACWELT'S BARBARA RINGER CELEBRATES 10 YEARS OF SERVICE IN GERMANY
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Australia's *Computer Living* Targets Growing Home User Market

A mix of product reviews, basic tips, user profiles, contests, giveaways and puzzles make up IDG Australia's newest launch. Tailored to the home market — the fastest-growing segment of the Australian IT industry — *Computer Living* is a lifestyle magazine as opposed to a business magazine. According to Editor **Sue Ashton**, the publication "differentiates itself by being about people using PCs rather than about technology itself."



WITH A DISTRIBUTION *of 1,000,000, Computer Living was the largest launch of any magazine title in Australia.*

Estimates from the Australian Bureau of Statistics indicate that 30% of Australian households now own a PC; by next year that number is expected to climb to 50%.

Computer Living's target audience includes families, students and teachers; and the publication's focus is on "what computers do — not what they are." Its features are aimed at taking the mystery

•CONTINUED ON PAGE 6•

IDG Taiwan's Marketing Seminar Attracts a Crowd

IDG TAIWAN

IDG TAIWAN CALLED UPON COLLEAGUES FROM SEVERAL IDG OFFICES TO SHARE *their expertise as keynote speakers in its recent seminar "Marketing Strategies for the Asia/Pacific IT Market." Pictured above (from left):* ***Len Rust****, IDC Australia and New Zealand;* ***Davis Blair****, IDC Asia/Pacific Research Center; and* ***Saiman Hui*** *of the Pacific Technology Venture Fund. Not pictured is* ***Nathan Hill****, also from IDC Asia/Pacific.*

As part of a deliberate effort to raise the profile of the IDG name in the local market, IDG Taiwan last month hosted its first-ever seminar for top customers of *PC World*, *Computerworld* and its International Marketing Services group. Held at the Tapei International Conference Center and entitled "Marketing Strategies for the Asia/Pacific IT Market," the conference drew more than 70 attendees from companies including IBM, Microsoft, AT&T, 3Com, Philips and Mitac. Featured speakers included **Davis Blair**, president of IDC Asia/Pacific Research Center; **Saiman Hui**, a partner in IDG's Pacific Technology Venture Fund; **Len Rust**, managing director of IDC Australia and New Zealand; and **Nathan Hill**, program manager for IDC Asia/Pacific.

For more on IDG Taiwan see Spotlight on pages 4-5.

IN BRIEF

***Multimedia World* was the** second hottest book in IT publishing in 1994, according to *Marketing Computers*, which cited Adscope data. *Multimedia World*'s number of ad pages were up 109% from 1993, and its ad revenues leaped 133%, from $2.5 million in 1993 to $6 million last year.

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***Computerwoche* is the most** widely read weekly publication in the German computer press, according to the country's first study to present planning-related media data on readers of professional computer publications.

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The color of the front page of *Computerworld Italia* varies according to the topic of the monthly editorial insert within. Blue corresponds to the supplement devoted to dealer issues, while yellow signifies the insert focuses on mainframes and implementing advanced technologies. *CW Italia* has also just begun a new column, appropriately titled *sottovoce* ("speak softly"). It contains industry rumors and rumblings that can't be published as articles because they don't stem from official statements but are interesting news items nonetheless.

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Although actively involved for the past few years, this year is the first time *Computerworld* has signed on as one of the official corporate sponsors of the Computer Bowl. The event is a question-and-answer competition and fundraiser that benefits educational programs at the Boston-based Computer Museum. *Computerworld* Editor **Paul Gillin** will participate in this year's event on April 20 as one of five players on the East Coast team.

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***PC World* announced it has** signed a joint publishing agreement with *Forbes* magazine to co-publish "Electronic Commerce," a special section that will report on new developments in electronic banking and commerce. The supplement will appear in the September issue of *PC World* and in the August 28 issue of *Forbes*. It will be written by *PC World* editors.

IDC Offices Look to Integrate Approach to HR Issues

IDC
DEUTSCHLAND GMBH

PARTICIPANTS AT IDC GERMANY'S PERFORMANCE MANAGEMENT COURSE INCLUDED *(left to right):* ***Heinz Unland, Marlene Neudörffer, Alexander Hemzal, Matthias Possehl, Stefanie Paolucci, Joachim Linden, Susanne Amme, Debbie Bernardi*** *and* ***Wafa Moussavi Amin.***

Emphasizing the importance of annual performance reviews and promoting the upcoming IDG employee survey were two of the agenda items at the IDC European Board Meeting in Kronberg, Germany, last month. IDC Human Resources Director **Debra Bernardi** and IDG Director of Corporate/International HR Programs **Tom Mathews** attended the meeting to discuss these issues with the 11-member board.

"We want to have an integrated approach to HR issues at IDC," said IDC President **Kirk Campbell**. "Debbie has been very successful at applying professional management techniques to our U.S. operations, and we'd like to share these approaches with the staff in Europe."

Bernardi and Mathews talked about the process of conducting performance management reviews with employees and the benefits of holding them annually.

Mathews reviewed some data from the 1994 International IDG Employee Survey related to IDC's strengths and weaknesses and outlined the timetable for the '95 international survey, which will be distributed in May.

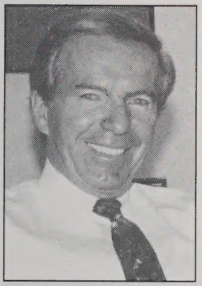
After the meeting Bernardi visited IDC Germany, and Mathews traveled to IDC Italy, to give similar presentations to local managers and staff.

European liaisons

During the next few weeks, each IDC country office in Europe will appoint a human resources liaison to work with Bernardi on an as-needed basis regarding hiring, performance reviews, employee surveys and other human resources issues.

Next year the collaboration may extend to creating more training opportunities for IDC staff in Europe, such as a course on research techniques. Other, more general management training sessions are being considered and would be jointly sponsored by the HR departments at IDG and IDC.

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q Is GATT good/bad/immaterial for IDG?

A The GATT Treaty can only have a positive effect on IDG as foreign countries open up their markets to more competition. Free and open markets should benefit many of IDG's largest customers, particularly in markets they have been locked out of. The intent of GATT is to level the playing field on tariffs and trade in the industrialized countries of the world. Many countries that have long had state monopolies in areas such as communications will move toward privatization, which will make for a competitive marketplace. Ultimately, the consumer will be the major beneficiary in that free market competition will do away with artificially propped-up prices resulting from trade barriers or tariffs on imports.

Several business units have received letters from people in Nigeria supposedly affiliated with government agencies and offering extraordinary financial returns for simply providing use of a bank account outside of Nigeria. I assume this is a sham?

This may go down as one of the greatest shams of all time. These letters, offering incredible rates of return in return for the use of bank account information, on a letterhead signed by the recipient, have been sent to every corner of the world.

A recent article in *The Wall Street Journal* described the sham whereby unsuspecting companies or individuals have supplied a named bank account along with a bank account number and a signed letterhead. The originator of the letter then confirmed the bank balance, faxed the bank a request for wire transfer on a copy of the letterhead with a forged signature, and with that drained the balance of the account into a numbered account in a third-world country. The moral of the story is "beware of strangers bearing gifts."

From a financial perspective, what if any are the downsides of decentralization? Wouldn't there be some economies of scale to be realized by at least having IDG business units in the same geographic area housed in one building?

The only downside from a financial perspective is the difficulty in negotiating with vendors on a consolidated country- or company-wide basis. We have attempted to overcome that by exchanging information in the functional meetings as well as bringing in experts from the outside to negotiate major paper, printing, and circulation contracts.

You are quite right that there are substantial savings to be realized when you house several business units in one location. Whenever possible, we have attempted to house different IDG business units in the same building and currently have such arrangements in several U.S. cities and overseas locations.

What's the breakdown of revenues from IDG's operating groups in 1994?

The following is a percentage breakdown of revenues for the last three fiscal years:

	FY92	FY93	FY94
Publishing	83%	80%	77%
Market Research	9%	8%	8%
Books	1%	4%	6%
Training	2%	3%	3%
Expositions	5%	5%	6%

How much money did IDG contribute towards matching U.S. employees' charitable donations in FY94?

In the U.S., the total of matching contributions was approximately $280,000. That amount has increased only modestly over the last five years.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

SPOTLIGHT

IDG Taiwan Makes Its Mark in a Crowded Field

Everything Jack Wang has done in the 16 months since assuming the post of president and CEO of IDG Taiwan has been done with an eye to furthering two goals: establishing a strong corporate image for IDG in the local market and increasing market share for his company's *Computerworld* and *PC World* titles.

Established in 1988 with the launch of *Computerworld Taiwan*, the company has faced an uphill battle from the start. With a population of only about 20 million people, Taiwan is a relatively small market, but there are a whopping 40 IT publications angling for a piece of that small pie.

What distinguishes the *Computerworld* and *PC World* titles from the majority of their competitors — many of which are owned by or affiliated with vendors — is their unwavering commitment to editorial integrity. "Many of our competitors are sponsored by a particular vendor," Wang said. "Their focus is very vendor-oriented. We work hard to satisfy both our audiences, but our editorial focuses squarely on the concerns of our readers."

Establishing a reputation for editorial independence takes time, noted Wang, and is not without its risks. "Most local publishers routinely promote advertisers' products through the use of 'advertorials' — a PR report, which is actually an ad disguised as editorial. Thus, when we base our reports and analysis on independence and integrity, we risk the possibility of losing ad contracts as well as having competitors instigate rumors against us for our principles."

But apparently, the strategy also has its rewards. In the 12-month period from Jan. 1994 to Dec. 1994, *Computerworld*'s market share jumped from 19% to 30%; *PC World Taiwan* climbed from a 12.7% stake to 19% during the same period.

Building from the inside out

In the early months, Wang focused his attention on building a sense of teamwork and commitment among the staff. "I want to make everyone very happy to work here," he said. "When people are positive and focused on a goal, they work harder, and only then can your company succeed."

Frequent staff meetings that focus on consensus building, an emphasis on training, and a rationalizing of internal resources to streamline operations and save money were key to fostering a renewed commitment among the staff, according to Wang. "When I took over, both publications had their own circula-

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PC WORLD TAIWAN FLAP CREATES STIR

While most of its competitors sell all or part of their covers, *PC World Taiwan* has refused to cede this potentially lucrative but editorially integral portion of its magazine to advertisers. "We design each cover of *PC World Taiwan* to illustrate our lead story," explained Jennifer Wang, publisher and editor-in-chief. "The cover style of *PCW* has always been very different from other local computer publications — perhaps that is why many of our readers love our covers so much. They have become one of our major distinctive features."

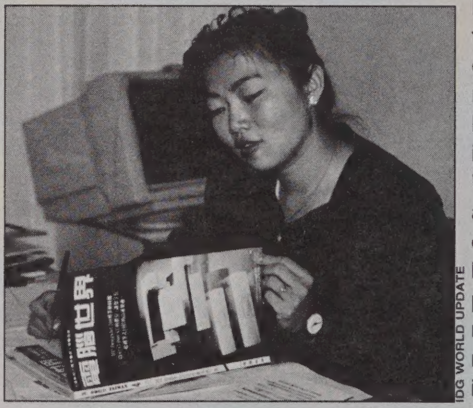
And yet, the staff knew they were losing a significant source of revenue by refusing to allow advertising on the publication's cover.

The solution? In January 1993, *PC World Taiwan* began sporting a "cover flap." Made of the same high-quality stock used for the magazine's regular cover, the flap covers approximately two-thirds of the cover and carries the identical banner across the top ensuring that the publication's name — in Chinese and English — is always plainly visible.

The flap, which sells for five times the price of a full-page four-color advertisement inside the magazine, also carries some restrictions. Advertisers are limited to running a picture of their product along with the company name and minimal type on the flap's front side. On the reverse, they are free to include more detailed descriptions and purchasing information.

"At first, vendors were a little skeptical," admits Wang. "I set rules limiting what they could run on the front to maintain the high-quality image of *PC World Taiwan*, and we were offering them less than a full page for significantly more money than an inside ad."

Skepticism notwithstanding, Microsoft purchased the first flap and slowly the idea caught on. "By October 1994, we had sold every cover flap for 1995," Wang said, adding that surplus of requests for the position led her to add a "back flap" for 1995. The back flap will be priced lower and will run on an as-requested basis, Wang said.


IDG WORLD UPDATE

JENNIFER WANG SHOWS OFF THE COVER *flap, which sells for five times the price of a four-color ad inside. All 12 flaps for 1995 were sold by October 1994.*

IDG WORLD UPDATE's LocaL Loop

FOR SALE

• **Sailboat.** 1972 Catalina 27. Includes three sails, depth finder, compass, knot meter and whisker poles. $6,500.
- Jackie Nakano, MSD, 415-676-3012

• **Condo.** Oak Ridge in Maynard. Half-hour from Framingham. Eight-year-old townhouse condominium has seven rooms and includes two bedrooms, finished basement recreational room, loft with fireplace and skylight, fully applianced kitchen with gas stove, dishwasher, disposal and trash compactor. Central air, central vacuum and atrium door leading to a "walk off" deck with private rear yard. Lower-level laundry hook-ups and generous storage. Priced to sell at $129,000.
- Donna Moschella, IDG, 617-534-1218

• **House**. Medway, Mass. Absolutely adorable multi-level home with open floor plan. Six rooms, three bedrooms. Newly renovated kitchen and family room. Living room with fireplace and vaulted ceiling. Lots of closets, pantry and storage space. Attic fan and pull down stairs. All appliances included. Motivated seller! $141,900.
- Toni O'Connor, CW, 508-820-8566

• **Toshiba 486 T4400SXC color notebook PC**. 8MB RAM, 120MB hard drive, active-matrix color. Trackball mouse. Lightweight. Perfect condition. $1,900.
- Scott Danish, PCW, 415-978-3226

• **1988 Audi**. Model 90. Silver blue, leather interior, automatic sun roof, 5-speed, 82,400 miles.
- Theresa Merrell, IDG World Expo, 508-820-8681

• **Welbilt bread machine**. One year old, hardly used. $60 or best offer.
- Bethann Hill, IDG, 508-935-4363

• **Queen size waterbed**. Includes sheets, heater and mattress. Light oak. Looks new. $125 or best offer.
- Ginny Bryant, Infotainment World, 415-286-2560

• **Wedding dress**. Beautiful short-sleeved dress with sheer neckline. Size 8. $125 or best offer.
- Ginny Bryant, Infotainment World, 415-286-2560

• **Antique victorian sofa**. Trimmed all around in beautiful cherry. Off-white upholstery. Flawless condition. $600 or best offer.
- Bill Laberis, CW, 508-620-7728

• **Living room set**. Sofa, love seat, coffee table and two end tables. Matching rug. Good shape. Buy whole set or pick a piece.
- John Carpenter, CWDD, 508-628-4767

• **Voit exercise bike** and cross country ski machine.
- John Carpenter, CWDD, 508-628-4767

• **1988 Isuzu Trooper II LS**. Auto, AC, cruise control, tinted glass, pull out stereo, 4x4, 4-door. Head replaced at 85K miles. White/champagne. Very clean. 105K miles. Asking $5,800.
- Maureen Preble, IPS, 617-423-0232

• **Kemper snowboard**. Cyclone 155, Kemper bindings. Used only twice. $350.
- Denise Hui, CW, 415-548-5118

FOR RENT

• **Condo**. Large, sunny 2- to 3-bedroom in 3-family Victorian in safe, accessible Oak Square, Brighton, Mass. Off-street parking, eat-in-kitchen, high ceilings, appliances, hard wood floors, storage, modern bathroom and front and rear porches. 12 minutes to Framingham, 20 minutes to Logan Airport.
- Ken Vitagliano, IDG World Expo, 508-820-8922

• **Cape Cod cottage.** Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower. On private cul-de-sac. $525/week.
- Val Sanclemente, IDG Paper Services, 508-877-3272

• **Vacation rental in N.H.'s White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the year.
- Madeleine Spencer, IDC, 508-935-4390

• **Time-sharing condo in Stowe, Vt.** Mountainside Resort. Available April 16-22. Beautiful mountain views, sleeps six, amenities include heated indoor pool, jacuzzi, sauna, game room. Minutes from Mt. Mansfield. $400 for weekly rental; price negotiable for ownership.
- Mary Dolaher, IDG, 617-534-1202

• **Luxury condo located at five-star resort in Orlando, Fla.** One mile to Disney World. Near Sea World, Wet 'n Wild, Universal Studios. Sleeps four, has fully equipped kitchen, two baths, jacuzzi, laundry and all appliances. Paddleboats, fishing, tennis, children's activities on-site. Much more! Bring the kids! Available week of Nov. 11-18. Other weeks might be possible. $135/night.
- Michael Siggins, CIO, 508-935-4458

HELP WANTED

• **Want to earn some extra cash?** If you have the skills listed below, you're in high demand! IDG's CD Solutions is looking for permanent part-time or contract programmers with experience using CD Author (Dataware Technologies), Microsoft Viewer, Macromedia Director and/or Mosaic. Familiarity with CD-ROM is important. Please pass this along to a colleague or friend that might be interested.
- Colleen Hurley, CD Solutions, 508-820-8634

Send your ads in by April 19 in order for them to appear in the April 25 issue!

IDG WORLD UPDATE's Local Loop

WANTED

- **House in Newton area**. Young IDG family is looking to move to Newton, Mass., area. Single or 2-family to buy directly from owner. Interested in "fixer-upper" or "as is" home. Pre-qualified and able to close very quickly. Save time and money by selling direct to an IDG colleague!

  - Ken Vitagliano, IDG World Expo, 508-820-8922

- **Old chairs, lights, and other theater equipment.** Cambridge-based improv comedy group (ImprovBoston) is in need of these items for its soon-to-be-empty theater. I am a member of the troupe and hoping someone has the odds and ends we need!

  - Brooke Burton, CIO, 508-935-4519

- **Desperately Seeking Condo! Looking for an inexpensive condo in San Francisco.** Let's make a deal!

  - Jay Lampus, MSD, 415-676-3003

SERVICES

- **One-day decorating service** using what you have. $250/room.

  - Kate Daley, 617-585-0642

CHILDCARE

- **Licensed family day care in safe, loving home in Stow, Mass**. Playroom, arts and crafts, field trips and more. Hours are 7 a.m.-6 p.m.; full- and part-time slots available; very reasonable rates. Call Michelle at 508-562-5077.

-Kenneth Fuller, IDG Credit, 508-935-4232, 508-562-5077

BIRTHS

- **Donald Best** (IDC) and his wife Eileen welcomed their third child, Harrison Blair, on January 13. Harrison joins his two older brothers, D.J. (7) and Charlie (2 1/2).

- **Ariane Butler** (Federal Computer Week) and her husband Mark welcomed daughter Allison Rose on February 1. Allison weighed 7 lbs. 13 oz. and was 20 1/2 inches long.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

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Your name: __________ Business unit: __________ Tel: __________

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

IDG Job Opportunities Update
Monday March 27, 1995

ACCOUNTING ASSISTANT (IDG/CS)
The selected candidate will support and maintain the Accounts Payables procedures serving four corporations. Individual will maintain timely and effective expense processing as well as communication to various departments. Some accounting experience preferred.

ADMINISTRATIVE ASSISTANT, INTERNATIONAL SALES & MKTG. (WEC)
The individual in this position will provide administrative support for international and marketing efforts. Candidate must be able to read and write simplified Chinese and have excellent Mandarin and English language skills. Interpersonal skills necessary. PC skills and desktop publishing skills required.

CONFERENCE ASSISTANT (WEC)
Ideal candidate will be responsible for speaker correspondence, coordinating marketing materials, maintaining speaker files, coordinating on-site logistics and assisting with budgets. Individual must be self-directed and detail oriented. PC and Database skills required.

OPERATIONS ASSISTANT (NW)
Network World is looking for an Operations Assistant to work in the Special Projects department. Candidate must be highly organized and detail oriented. Macintosh experience (Filemaker Pro) preferred. Customer service/sales telephone experience necessary. 1-2 years work experience required. Accounting experience a plus.

RESEARCH ANALYST, TELECOMMUNICATIONS (IDC)
As a Research Analyst in the Carrier Services Program, candidate will answer client inquiries and undertake competitive and financial analyses of major US and international telecommunications service providers' advanced data services. This will include frame relay, ATM, Electronic Commerce and the Internet. Individual will conduct primary research for reports and bulletins covering service offerings for medium and large businesses. Strong research, writing, interpersonal and analytical skills essential.

GROUP OPERATIONS COORDINATOR, DESKTOP (IDC)
The individual in this position will be providing administrative and research support for ten analysts in Latin America, Asia and the desktop groups. Strong organizational, project management and computer skills essential. This position requires at least a two year degree or two years of experience. Knowledge of Spanish and/or Portuguese helpful. (Position is located in the Mt. View, CA. office)

EDITOR, ELECTRONIC SERVICES (CWI)
The editor of electronic services will be responsible for formulating and developing new editorial products for electronic delivery. Candidate will work in conjunction with the editorial department to ensure timely posting of information for the weekly newspaper to on-line services, act as the principal liaison between Computerworld's paper-base product and on-line services and investigate and recommend opportunities for new electronic services. A minimum of 5 years experience as an editor or senior writer required. Excellent knowledge of on-line services essential. Bachelor's degree required.

INFORMATION SYSTEMS SUPPORT SPECIALIST (CW/RTI)
The selected candidate will provide technical support to Computerworld's Professional Development Division on software packages including WordPerfect, Quattro Pro, WinFax Pro, MarketForce and Paradox for Windows. Responsibilities will include database administration, database management and assisting others in conducting searches. Duties will also include system administration and maintenance including Groupwise, Lotus Notes and Novell Netware administration. (2 positions available)

GRAPHIC / PRODUCTION ARTIST (FCW)
The Graphic/Production Artist will work as a shared resource between the art department and the copy desk on a national weekly business newspaper. Individual will be responsible for page layout and creation of charts and illustrations to accompany news and feature articles. Strong grammatical skills and Mac experience required. Knowledge of Illustrator, Freehand and Quark necessary. Some copy editing duties will be required.

IDG Job Opportunities Update
Monday March 27, 1995

ACCOUNT DIRECTOR (IDG USER RESEARCH)

The new User Research Company is looking for account directors in the following cities: NYC/Philadelphia, Dallas, San Francisco and Cincinnati/Columbus. The successful sales representative should be an independent worker, highly motivated, able to relate to the highest executive levels in an organization, highly skilled in penetrating and closing new accounts and able to maintain and grow existing client relationships. A bachelor's degree or equivalent with 5-7 years sales experience required. A minimum of 2 years experience selling research or software to Fortune 200 companies or large state governments preferred. (4 positions available)

RESEARCH DIRECTOR (IDG USER SERVICES GROUP)

IDG User Services Group is looking for an individual to "champion" a new service that will assist IS organizations to make the transition from a mainframe-centric to a distributed computing environment. Candidate will be responsible for packaging a combination of IDG and partner information to provide clients with cost-effective and technology-wise 5-10 year migration scenarios. Excellent communication skills essential. Knowledge of key data center and client/server technologies necessary. Familiarity with IT asset management a plus.

EDITORIAL ASSISTANT (IW)

The individual in this position will be involved in compiling news budgets, delivering faxes to news staff and assisting with art research. Some writing involved. This position could lead to a staff reporter position. PC literacy required.

ADVERTISING COORDINATOR (IW)

The ideal candidate will be responsible for coordinating the advertising function between clients, agencies and in-house sales and production departments. Duties will include ad trafficking and client and sales support. Strong organizational skills are necessary. An understanding of printing and production processes essential. Knowledge of database and spreadsheet software a plus. Previous experience preferred.

TEST DEVELOPER, LAN (IW)

The individual in this position will be responsible for developing local-area network test suites for the InfoWorld Test Center. A minimum of 3 years employment as a LAN testing specialist, integrator or troubleshooter, primarily for Novell NetWare networks required. Strong communication and documentation skills are necessary. Prior experience in a computer publication test lab a plus.

TECHNICAL ANALYST, DESKTOP SYSTEMS (IW)

Successful candidate must have a minimum of 2 years employment as a personal computer technician, integrator, or support person. Hands-on experience troubleshooting or evaluating PC and Macintosh hardware and operating systems required. Strong problem-solving skills required. Individual must be able to produce clear, detailed written reports of test results. Experience with networks a plus.

ASSOCIATE EDITOR (IDG/B)

The individual in this position will screen manuscripts for acquisition/publication. Candidate will consult with authors to establish desired style and tone on manuscripts and to ensure the suitability for identified audience. Duties will include line editing manuscripts to incorporate necessary changes and making improvements. Individual will work with the production and copyediting departments in response to queries and in establishing schedules.

FULFILLMENT MANAGER (PCW NEWS)

The selected candidate will manage the daily operations of all fulfillment vendors and ensure that issues related to subscription fulfillment and issue distribution occur on schedule. This position requires 3-5 years experience with increasing responsibility in a multi-product, multi-vendor publishing environment.

PART-TIME MARKETING COORDINATOR (MAC)

The individual in this position will provide administrative support to the International Marketing Department. Candidate must have 2-3 years of relevant marketing experience. Excellent communication skills essential. Macintosh experience and proficiency in MS Word required. Knowledge of Pagemaker and FilemakerPro a plus. International and/or tradeshow experience a plus. (3 days/wk)

IDG Job Opportunities Update

March 27, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	IS NETWORK Manager	Boston, MA	S. Brown	(508)935-4099
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG	P/T Asst./Rsch Dept.	IDG Rsch. Serv., Fram. MA	D. Volpe	(508)935-4192
IDG	Account Executive	IDG List Serv., Fram. MA	D. Volpe	(508)935-4192
IDG/CS	Accounting Assistant	San Francisco, CA	M. Reyes	(415)978-3364
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/CI	Receptionist	Irvine, CA	P. Fowler	(508)935-4796
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
WEC	Admin. Asst. International Sales & Mktg.	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Conference Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Manager / Director IS	Framingham, MA	P. Reilly-Lemire	(508)820-8919
WEC	Sales Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)925-4192
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
IDC	Research Analyst / Telecom	Framingham, MA	D. Miller	(508)935-4133
IDC	Group Operations Coord. / Desktop	Mt. View, CA	E. Martin	(508)935-4649
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Sales Assistant	Islelin, NJ	E. Martin	(508)935-4649
IDC	Group Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Systems Support Specialist	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Administrative Assistant, Publications / IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Office Asst./Systems (30 hr.)	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Workstations	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Analyst, Demand-Side Rsch.	Framingham, MA	D. Miller	(508)935-4133
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Graphic / Production Artist	Falls Church, VA	T. Guest	(508)935-4766
FCW	Test Center Director	Falls Church, VA	C. Marsan	(703)876-5123
IDG/User	Account Director (4)	NY/TX/CA/OH	E. Ouellette	(508)935-4605
IDG/User	Research Director/ Transition Econ. Svc.	MA/VA	E. Ouellette	(508)935-4605
CWI	Editor, Electronic Services	Framingham, MA	S. Perry	(508)820-8160
CWI	Lotus Notes / Electronic Media Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW/RTI	Mailing Services / Fullfillment Assistant	Framingham, MA	T. O'Connor	(508)820-8566
CW/RTI	Information Systems Support Specialist(2)	Framingham, MA	T. O'Connor	(508)820-8566
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Advertising Coordinator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Technical Analyst, Desktop Systems	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editorial Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Senior Sales Assistant	Framingham, MA	L. Schmid	(415)312-0669
IW	Sales Rep. - Demographic Editions	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters / Senior Writers (2)	San Mateo, CA	S. Barnes	(415)525-3464
IW	News Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	Associate Editor	Foster City, CA	P. Levenduski	(415)655-3015

IDG Job Opportunities Update

March 27, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Assistant to Pre-Press Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Media / Archive Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Accounts Receivable Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Associate Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Admin. Asst. / Faxback Dept.	San Francisco, CA	Z. Stefanova	(415)974-7353
PCW	Circulation Assistant	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Int'l. Sales Account Executive	San Francisco, CA	P. Lemmons	(415)267-1776
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Performance Analyst	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Senior Editor, Reviews	San Francisco, CA	C. Barr	(415)974-7364
PCW	Assistant to the Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW	Senior News Editor	San Francisco, CA	R. Glitman	(415)978-3195
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Fulfillment Manager	Boston, MA	L. Connolly	(508)935-4791
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Administrative Assistant (2)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Designer, GamePro (2)	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Assistant Production Manager	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Production / Designer (2)	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Art Director, GamePro	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Production Coordinator	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Sales Associate / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Regional Manager / GamePro	Chicago., IL	J. Rousseau	(415)286-2525
IFTW	Book Editor	San Mateo, CA	W. Knibbe	(415)286-2542
IFTW	Production Coordinator/Book Div.	San Mateo, CA	L. Kavish	(415)286-2586
IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

tion and production staffs. Staff from *Computerworld* and *PC World* were scattered around the office. We created circulation and production teams that serves both publications and redesigned the office layout to ensure that staff from the various departments were sitting in the same area."

In addition, staff members are encouraged to voice their opinions and make suggestions for improving office procedures. A suggestion box allows employees to offer ideas anonymously. Twice a year, Wang meets with employees by department — without managers — and encourages them to talk freely and raise any questions or issues they may have.

Wang also negotiated a 50% discount on the annual fee at a nearby health club for his staff and their families. Forty-three of the 50 staff members have taken advantage of the deal.

Enhancing the corporate image

Once the internal systems were in place, the company focused its attention on bolstering IDG's image in the local marketplace. "1995 will be a turning point for us," Wang said. "This is the year of IDG Taiwan — not *PC World*, not *Computerworld*, not IMS, but IDG. We want to be known collectively as Taiwan's IT authority."

To that end, the company sponsored its first industry seminar last month, which focused on marketing strategies for the Asia/Pacific area and attracted some 70 attendees representing its largest local and international customers. (See story, page 1.)

In addition, the company has established a program whereby CEOs of local IT companies are invited to address the editorial and sales staffs of both publications on an IT or management topic of their choice. The sessions are held at the IDG Taiwan office and generally run about two hours. Occasionally, selected readers are also invited to attend.

According to **James Lai**, publisher of *Computerworld Taiwan*, the events serve three purposes: internal training, fodder for articles and editorials, and building and maintaining strong relationships within the local IT industry. "When we started the program last January, we relied heavily on personal relationships already in place to attract speakers," Lai said. "However, we've received a very positive response to the program and now we have a line [of willing speakers]," he said.

The company has also received much positive feedback — not to mention publicity — for the bi-weekly roundtable discussions *Computerworld* hosts. Each session is chaired by at least two *CW* editors and includes 10 to 15 of the publication's readers and clients. Topics have included client/server implementation, Windows NT, Netware, database tools and IBM's OS/2. "These sessions cost us nothing," Lai said, "and they help us stay in touch with our audience as well as boost *CW*'s professional image."

IDG TAIWAN'S HELEN CHEN HELPS CO-WORKERS HONE ENGLISH SKILLS

IDG WORLD UPDATE

ALMOST A QUARTER OF IDG TAIWAN'S STAFF MEMBERS DEVOTE TWO HOURS A *week to improving their English skills in one of two classes taught by Special Assistant to the Chairman* ***Helen Chen****. Above, members of the advanced class include (from left):* ***Michelle Kuo****,* ***Sophie Huang****, Chen,* ***Debbie Chang*** *and* ***Jennifer Wang****.*

Although its publications are produced in Chinese, many IDG Taiwan employees have frequent need to speak English. "We work for a U.S.-based IT publishing company," noted IDG Taiwan President and CEO Jack Wang. "We frequently host English-speaking visitors and English is an important language internationally for the IT business."

To help employees interested in improving their English skills, IDG Taiwan offers subsidized lessons two evenings a week after work. The classes — one for advanced beginners and one for intermediate/advanced students — are taught by Helen Chen, special assistant to the chairman.

The daughter of a Taiwanese diplomat, Chen grew up in Los Angeles, attended the University of Washington and, in 1991, returned to Taiwan where she joined IDG in April 1992.

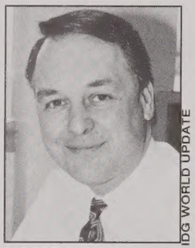
Among her many and varied duties, Chen, who also speaks Chinese fluently — although she cannot read or write it — functions as the company's unofficial interpreter. When Wang proposed she take on the English classes, she readily accepted.

Chen currently works with 13 staff members, each of whom pay approximately US$4.00/hour for a two-hour class that meets once a week. "We focus on conversational English," Chen explained. "We work on practical vocabulary for an office environment, and we work a lot on pronunciation."

The classes, which are completely voluntary, are very popular and Chen said she plans to continue and possibly even expand them by taking on one or two private students.

NOTEWORTHY

NEW EMPLOYEES

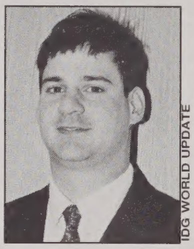

IDG WORLD UPDATE

LAMBERT

Phil Lambert has signed on as regional sales manager for Response Technologies, part of Computerworld's Consumer Information Division. Phil earned a BA in zoology from the University of Maine and an MBA in marketing from Babson College. Phil counts fly fishing, canoeing and time with his family among his favorite pursuits.

Debbie Turner has been hired as a sales associate for *Computerworld*, supporting the senior Western regional sales manager. Debbie studied at the University of New Mexico and was owner and manager of Turner Mailing Lists, a database management and mailing company. Outside the office, she enjoys hiking, biking, cooking and decorating.

Lisa Picarille joins *Computerworld* as a senior editor. Lisa is no stranger to IDG, having previously served as a senior editor at *InfoWorld.* Lisa studied journalism and political science at Northeastern University.


IDG WORLD UPDATE

BLACK

Richard Black is an account executive for *Network World.* Richard attended the University of Georgia where he earned a BA in advertising. In his free time, he enjoys golf and a number of other sports as well as traveling.

Terrence Houston Bailey has joined IDG's Atlanta office as a receptionist. Terrence studied sports medicine at DePaul University and is a world-class skater who is currently training for the 1996 Olympic Games in Atlanta.

SCUDDER

Kirby Scudder has joined IDG World Expo as a sales manager. Kirby's background is in telesales and customer service. He is a graduate of the School of the Museum of Fine Arts in Boston and enjoys painting and competing in triathalons.

IDG Books Worldwide welcomes **David Kolodney** as an associate publisher. Before coming to IDG Books, David was executive editor for Sybex, Inc. David had completed all but his dissertation for a Ph.D. in philosophy from the University of California/Berkeley. Outside the office, David enjoys poetry and Hsing I Chuan.

COMPUTER LIVING

continued from page 1

out of computing and establishing an ongoing interactive forum for readers.

Each month an excerpt from a different *...For Dummies*™ title is included in the magazine; "Don't Panic" offers tips on how to keep out of trouble; and "Postcards from the Internet," gives "travel" options through assorted on-line services. The "Who's Computing at Home" profiles look at the experiences of individual and group users. The most recent "Who's Computing" profiled two 12-year-old girls from Sydney who created an interactive multimedia yearbook using a scanner and the Microsoft Multimedia Viewer Publishing Toolkit.

Advocate for readers

Computer Living aims to be an advocate for its readers. Subscribers are eligible for over $500 worth of discounts on computer products, books and magazines when they sign up for the publication and are entitled to special offers in every issue.

"The magazine is at the heart, but is only part of a total package designed to make computing easier and more rewarding," said IDG Australia Managing Director and *Computer Living* Publisher **Don Kennedy**. Among the many benefits subscribers receive are reduced admission to MACWORLD Expo and the Home PC Show, free Compuserve Passports and discounts on computer training classes.

With an initial distribution of one million issues last October, *Computer Living* was the largest launch of any title in Australia. It was inserted in issues of *New Idea*, a women's magazine published by IDG Australia's publishing and marketing partner for this venture, Pacific Publications. The title has been published as a stand-alone since December and is circulated monthly to 50,000 readers.

Kennedy said he expects *Computer Living* to quickly surpass its competition, *PC User*, a more technical publication; and U.S. titles including *Computer Life* and *Home PC*, which sell locally for almost twice *CL*'s cover price.

FIND-A-WORD

All the words listed below have something to do with computers. See if you can find them all in the word square. Words can read forwards, backwards, up, down and diagonally.

ALT
CDROM
COMPUTER
DATA
DISC
DOS
DRIVE
EDITOR
ERROR
FLOPPY
HARDWARE
HYPERTEXT
IBM
INTERNET
MAC
MONITOR
MOUSE
MULTIMEDIA
SCREEN
SOFTWARE
SYSTEM
WINDOWS
WORD

H	N	M	E	T	S	Y	S	M	A	R
T	E	R	O	T	I	N	O	M	E	A
X	E	D	T	E	N	R	E	T	N	I
E	R	R	O	R	D	R	U	N	C	D
T	C	I	A	C	A	P	S	A	R	E
R	S	V	D	W	M	A	M	O	E	M
E	T	E	D	O	T	E	W	Y	D	I
P	L	R	C	A	F	F	S	O	I	T
Y	A	N	D	I	S	C	O	U	T	L
H	T	W	I	N	D	O	W	S	O	U
M	B	I	Y	P	P	O	L	F	R	M

A HEALTHY DOSE OF CROSSWORD PUZZLES, TRIVIA AND WORD SEARCHES, SUCH AS *the one above, round out CL's offerings. Readers are encouraged to send in their anecdotes and tips and to participate in the magazine's regular feedback surveys and contests for computers and software.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Ursula Sauter - IDG Germany

FOURTEEN YEARS
Shirley Ingram - IDG Australia
Helga de Gregori - IDG Germany

TWELVE YEARS
Juan Manuel Sáez - IDG Spain

ELEVEN YEARS
David Sanders - IDG
Richard Fachtan - IDG Germany
Carlos Alberto Pereira - IDG Brazil

TEN YEARS
Joan Swarms - PCW Newsletters/Lotus
Mª Dolores Hermosell - IDG Spain
Ramon Nacenta - IDG Spain
Joachim Herbert - IDG Germany
Aromi Rajon - IDG France
Jorge Silva - IDG Brazil

NINE YEARS
Judit Fülöp - IDG Hungary
Simone Fiedler - IDG Germany
Marie-Laure Dupuy - IDG France
Martin Meier - IDG Switzerland

EIGHT YEARS
Tania Evans - IDG Australia
Magdalena Koch - IDG Germany

SEVEN YEARS
Kirk Campbell - IDC
Peter Gruber - IDG Germany
Graça Sermoud - IDG Brazil
Norma Mena - IDG Argentina

SIX YEARS
Yvonne Lee - InfoWorld
Åke Boman - IDG Sweden
Robert Sawdon - CIO
Hiltrud Puf - IDG Germany
Kirsten Højrup - IDG Denmark

FIVE YEARS
Patrick Lyons - InfoWorld
Susanne Kirmaier - IDG Germany
Hans Königes - IDG Germany
Andrea Piontek -IDG Germany
Nikolai Utpadel - IDG Germany
Josiane Duhamel -IDG France
Vibeke Knudsen - IDG Denmark
Peter Pilkington - IDC U.K.
Aida Garcia Vera - IDG Mexico
Alessandro Degli Occhi - IDG Italy
Claudia Sans - IDG Argentina
Sara Messmer - Network World

FOUR YEARS
Luis Martin - IDG Spain
Christoph Burkhart - IDG Germany
Reinhold Harlacher - IDG Germany
Claudia Heidutzek - IDG Germany
Ingrid Kurz - IDG Germany
Nurhan Memis - IDG Germany
Lothar Miedel - IDG Germany
Peter Leslie Townsend - IDG Germany
Katy Gurley - InfoWorld
Antonella Gasparetto - IDG Switzerland
Lisa Hughes - IDG World Expo

THREE YEARS
Lisa Stein - IDG World Expo
Krisztina Havadi - IDG Hungary
Gábor Révész - IDG Hungary
Christopher Cormier - IDC
Thomas Hoffman - Computerworld
Jeff Senna - InfoWorld
Andre Angeles - InfoWorld
Maggie Murphy - IDG
David Case - IDG Marketing Svcs. /Japan
Pascal Creusot - IDG France
Niels Møller - IDG Denmark
Sarah Togher - IDG U.K.
Juliana Vercelli - IDG Brazil
Dick Schievels - IDG Netherlands
Brooke Crothers - InfoWorld
Steve Fricke - InfoWorld
Cuno Schneeberger - IDG Switzerland

TWO YEARS
Helen Saull - IDG Australia
Lisa Humphries - IDG List Services
Andrea Weinholz - IDG Germany
Ulrike Schauf - IDG Germany
Jean Bregeon - IDG France
Michaël Thevenet - IDG France
Nagib Prince - IDC France
Mary Corder - IDG Books
Laura Rivera - IDG Mexico
Sabrina P. Valcarcel - IDG Argentina
Andres Balado - IDG Argentina
Rene Kosmis - IDG Netherlands
Joel Deceuster - InfoWorld

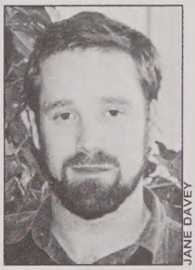
ONE YEAR
Attila Schopp - IDG Hungary
Johan Jorgenssen - IDG Sweden
Lars Wallgren - IDG Sweden
Kevin Fohgarty - Network World
Marisa Chow - Macworld
Kristina Pappas - IDG Books
Jens Nielsen - IDG Denmark

CHAIRMAN'S ACHIEVER

The Chairman's Achiever program was created in 1992 to recognize outstanding efforts of IDG employees around the world.

In three years as a member of *PC World*'s editorial team, Assistant Editor **Michael Desmond** has been responsible for the highest quality, up-to-the-minute reporting, according to Executive Editor **Chris Barr**, who noted Michael handles a "superhuman workload."

"From October to December, Michael either wrote or managed an inordinate number of stories," Barr said. He piloted the biggest story on printers the magazine had ever undertaken and wrote a feature review of video conferencing products while still managing to write his usual barrage of articles. In congratulating Michael on his nomination, IDG Chairman **Pat McGovern** noted, "Your commitment to editorial quality and excellence make us proud to have you as part of the IDG team."



DESMOND

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

CELEBRATING 10

Barbara Ringer

HOME: Munich, Germany

JOINED IDG: July 1984 as a junior advertising sales manager for *RUN*

CURRENT JOB: Since 1989, I've been advertising sales director for *Macwelt*. My role involves keeping my team of six together, giving them a strategy and making them successful and happy...and anything else a good manager has to do.

MOST CHALLENGING PART OF YOUR JOB: There's always action — something changes every day. This job keeps my mind fit!

LATEST ACCOMPLISHMENT: Choosing three new colleagues for my team.

BEST PART OF YOUR JOB: It's fun!

CAREER HIGHLIGHT: Being promoted to this job.

WHAT'S KEPT YOU HERE 10 YEARS: The variety and the people.

MOST MEMORABLE WORK MOMENT: Falling in love with my dear companion at a work outing.

COMPUTERWOCHE
FOCUS

LORE McGOVERN (LEFT) AND IDG CHAIRMAN PAT McGOVERN *treated* ***Barbara Ringer*** *to dinner at Munich's Käfer Restaurant in honor of her 10 years of service.*

OUTSIDE INTERESTS: My family, badminton, swimming, dancing and taking long walks in a beautiful countryside.

FANTASY JOB: I'd like to work outside; perhaps be a scientist who works with either animals or nature.

DREAM DESTINATION: Having the time and money to travel around the world.

MANAGER'S PROFILE: "Barbara has been with *Macwelt* from its beginning and has played a prominent part in the success of this title."

- ***Sylvia Stier**, publisher, Macwelt*

IDG WORLD UPDATE

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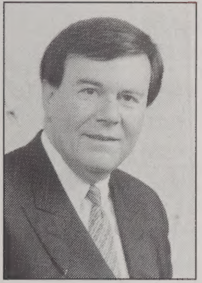
617-423-1366
E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

ON LINE



PAT McGOVERN

IDG's chairman is this week's columnist.

Q I know each IDG publishing company operates as an autonomous business unit. However, are there any corporate policies on accepting advertising for products that might be regarded as obscene by some readers?

A IDG has a corporate professional standards and practices policy that commits the company to supporting the highest standards of business ethics in every aspect of its operation. The specific policy as to the acceptance of a particular advertisement is made by each IDG publishing business unit in light of two factors: 1)the legal framework under which acceptance or non-acceptance of advertising is regulated in each individual country by laws relating to freedom of the press, freedom of expression and free trade; 2) local community standards regarding what visual or textual content is regarded as objectionable on moral or ethical grounds. In the case of a publication, the community standards are defined by the community of readers that the publication serves.

IDG ended 1994 with worldwide gross revenues of $1.2 billion. What is the next sales milestone for the company?

IDG's sales growth goal is to grow at twice the rate of the information technology market we serve. We estimate that the IT market will grow at least 10% a year between now and 2000. Therefore, our annual sales growth goal is 20%, which should result in worldwide gross revenues of $3.5 billion in the year 2000.

Does the recent sale of Comdex to Softbank pose any special challenges for IDG World Expo in Asia since Softbank is a Japanese firm and also recently bought Ziff-Davis' exposition group?

In Japan, IDG World Expo's subsidiary holds MACWORLD Expo/Tokyo, the largest MACWORLD Expo in the world, as well as the very successful Windows World Expo/Tokyo and other events. The decision by Softbank, a major software distributor in Japan, to invest in the exposition business is a positive sign for IDG expositions in Asia and elsewhere overall. It reflects the trend for buyers to come to expositions to identify what products to buy and then buy them through electronic commerce, bypassing retailers, resellers and distributors.

IDG World Expo has dominant positions in computer expositions in China, Australia, New Zealand and elsewhere in Asia. All of these expositions should experience accelerated growth from this trend, and we don't foresee any inhibition on this growth from Softbank's recent expo purchases.

Softbank is, in my opinion, putting itself at risk by this purchase. Its commitment of a billion dollars to buy Comdex ($800 million) and ZD Expositions ($200 million) is a big stretch for a company whose annual profits are $20 million or less and which has no prior exposition business. To make the purchase, Softbank has to go substantially into debt. This makes their economic viability very sensitive to an increase in interest rates, a development that has caused the liquidation of many firms with high debt in recent years.

In a recent column, you mentioned that IDG tries to protect the use of the word "world" as a suffix in the name of a computer publication by registering such titles before actually producing the publication. How is this done?

In the U.S. and in many other countries, it is possible to apply for a trademark registration before it is actually being used. This is known as an "intent-to-use" trademark application. Such an application can be filed and generally kept alive for up to three years. Once the mark is in use, a Statement of Use is filed and a Certificate of Registration is issued.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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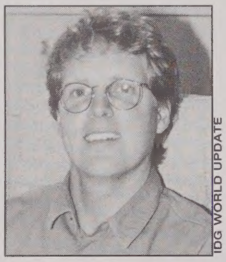
Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDC Names First-Quarter Excellence Awards Winners

Four outstanding IDC employees were recently recognized for their contributions to the company. Each quarter, U.S. IDC staff nominate colleagues; winners are chosen by a five-member committee. Highlights from their nominations appear below.

QUALITY
Eric Prothero
Research Manager, Latin America


IDG WORLD UPDATE
PROTHERO

Eric was honored for the quality of both his written research and international project management. His accomplishments include helping establish IDC's new subsidiary operation in Brazil, developing several groundbreaking Latin American research workplans, and managing the production of numerous new regional and country studies. Eric also proposed and won several complicated and high-priced consulting projects from key clients in the U.S. and Brazil.

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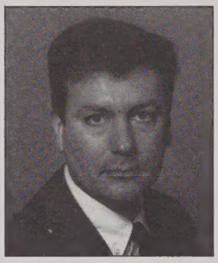
SERVICE
Liz McPherson
Marketing Manager

IDG WORLD UPDATE
McPHERSON

Liz received accolades for providing exceptional service beyond her job description while drawing on her creative, graphic design and production skills. She has developed production templates that ensure a high standard of quality for all outgoing materials. Liz' ability to manage time well enabled her to oversee one of her department's largest projects, the Lotus Notes ROI study, while meeting day-to-day demands and production needs.

TEAMWORK
David Card
Program Director


CARD

David's colleagues within the Systems group and throughout IDC view him as a key staff member. He was recognized for his responsiveness in reviewing other analysts' work, providing valuable input, and being readily available for meetings or discussions. David's willingness to provide assistance extends across departments; the coordination of the Windows NT forecast was one example of placing IDC's needs ahead of his personal goals. Though time-consuming, seeking the input of multiple departments is one of David's methods of obtaining the most informative and accurate forecast.

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TEAMWORK
Patrick Gorman
Copy Editor

IDG WORLD UPDATE
GORMAN

Patrick has demonstrated his commitment to teamwork in his role as analyst liaison for the Publications Department. He has worked well in coaching International Data Corp. analysts regarding the mechanics of submitting their research and has continued to help simplify the process for all involved. Patrick has earned the respect of his colleagues for his ability to work effectively with the analyst community. His unfailing willingness to go above and beyond the call of duty was most apparent during the traditional year-end deluge of submissions.

Reserve a Spot at this Year's Online Meeting

On behalf of the Corporate Support Center, PC World's New Media Division invites all interested employees to attend the third IDG Online Functional Meeting, to be held from the evening of June 14 to the evening of June 16, at the Miyako Hotel in San Francisco.

This year's Online Functional Meeting will build on the strong agenda of the past meetings and will feature speakers drawn from the ranks of IDG as well as industry experts. Topics covered will include editorial rights, the globalization of online, integration of CD-ROM products and online products, organizational development issues in the new media, how to sell advertising and build circulation for your online media and much more. In addition, the meeting will feature a "mini-tradeshow" where the vendors of online publishing tools and publishing platforms will demonstrate the best of their new technology.

"IDG's annual Online Functional Meeting serves a critical role in updating colleagues on the various online initiatives being undertaken by our business units and assessing where we as a company are headed with this technology," noted IDG Chief Operating Officer **Jim Casella**. "I would encourage all business units that are either currently involved in an online project or contemplating undertaking one to be represented at this meeting."

The meeting is open to representatives from IDG business units who are directly involved in online publishing or planning online business initiatives.

The New Media Division has reserved a limited number of rooms on the Club Floor of the Miyako Hotel.

*For more information, please contact **Martyne Page** at tel: (415) 975-2666 or fax: (415) 975-2662.*

IDG East Coast Collaborative Training Program

Course offerings for April, May & June 1995

See reverse for West Coast listings

Management Development

Course	Date	Time	Location
Fundamentals of Project Management	Wednesday, April 5	8:30 - 5	IDG Training Room
Finance, Budgeting and Accounting at IDG	Monday, May 1	9 - 12	IDG Training Room
How to be a Successful Manager at IDG	Wednesday, May 31	9 - 1	77 Franklin St. Boston, MA
Fundamentals of Management	Monday, June 5 & Monday, June 12	9 - 5	IDG Training Room

Professional Development

Course	Date	Time	Location
Publishing Process Overview	Tuesday, April 11	8:30 - 1:15	IDG Training Room
Communication Skills	Wednesday, April 12	9 - 5	IDG Training Room
Write to the Top! Advanced Business, Technical and Research Writing	Monday, April 24 & Tuesday, April 25	9 - 5 private sessions	IDG Training Room
Influence Without Authority	Wednesday, May 10	9 - 5	IDG Training Room
Editorial Skills:			
Writing and Editing	Tuesday, May 16	8:30 - 12:30	IDG Training Room
Reporting and Interviewing	Wednesday, May 17	8:30 - 12:30	
Design and Layout	Wednesday, May 17	1 - 5	

Wellness Series

Course	Date	Time	Location
Personal Safety for Children	Wednesday, April 26	12 - 1	IDG Training Room
Blood Pressure and Cholesterol Screen	Wednesday, May 3	1 - 6	IDG Training Room
Two Careers, One Family: Making it Work	Tuesday, May 30	12 - 1	IDG Training Room
Stress Management	Tuesday, June 6	8:30 - 12	IDG Training Room
Dealing with Aging Parents	Tuesday, June 20	12 - 1	IDG Training Room

Personal Development

Course	Date	Time	Location
Retirement Planning	Monday, April 3	10 - 12	77 Franklin Street Boston, MA
Tax Planning	Tuesday, May 2	10 - 12	IDG Training Room
Retirement Planning	Monday, May 8	10 - 12	IDG Training Room
College Funding Options	Tuesday, June 13	10 - 12	IDG Training Room

IDG Business Overview Series

Course	Date	Time	Location
Marketing Services Division	Monday, April 10	12 - 1	IDG Training Room
International Publishing Services	Tuesday, May 9	12 - 1	IDG Training Room
Emerging Technology Applications	Monday, June 19	12 - 1	IDG Training Room

Call Julie Lynch at 508/935-4041 for more information about courses, technical training and enrollment.

IDG West Career Training & Development Program

Course offerings for April, May & June 1995
See reverse for East Coast listings

Management Development

Management Course	Date	Time	Location
Successfully Giving Work Assignments	Monday, April 24	11:30 - 2:00	PC World 501 2nd St., 6th Floor San Francisco, CA
Communication Skills for Managers	Monday, May 15	8:30 - 12:30	South San Francisco Conference Center 255 S. Airport Blvd S. San Francisco, CA
IDG Finances	Tuesday, June 13	8:30 - 12:30	TBA

Professional Development

Professional Course	Date	Time	Location
Presentation Skills (Basic)	Tuesday, April 18	8:30 - 12:30	InfoWorld 155 Bovet Road #800 San Mateo, CA
Presentation Skills (Advanced)	Tuesday, April 18	1:00 - 5:00	InfoWorld
Time Management Skills	Tuesday, May 9	8:30 - 12:30	China Basin Landing 185 Berry St., #6440 San Francisco, CA
Personal Financial Planning	Monday, June 26	8:30 - 12:30	IDG Books 919 E. Hillsdale Blvd. #400 Foster City, CA

IDG West Career Training & Development News:

- Look for the new IDG West Career Training & Development brochure which will be delivered to you in early April.
- You can now sign up for technical classes directly with our training vendors. Please consult the new training brochure for complete procedures.

IDG Job Opportunities Update
Monday April 3, 1995

NATIONAL ACCOUNTS ANALYST (IDG MARKETING SERVICES, U.S.)
The ideal candidate will provide sales support services, including: quantitative analysis to support contract/incremental business negotiations; contract documentation preparation and internal rate gathering and negotiation. Individual will report and provide an analysis of IDG and competitive ad spending data. Analyst will respond to inquiries from internal and external clients. Superior quantitative, analytical and communication skills required. A minimum of 1-2 years business experience essential.

DESKTOP PUBLISHING OPERATOR (IDC)
The individual in this position will be responsible for formatting newsletters and reports and generating tables and graphics on the Macintosh system using MS Word, QuarkXpress, Excel, Illustrator and DeltaGraph. Strong knowledge of Macintosh computers required. A minimum of 1-3 years experience in desktop publishing essential. Graphic design experience preferred.

ANALYST (IDC)
IDC is seeking a highly motivated individual with research, writing, marketing and presentation skills. He/she will be responsible for qualitative and quantitative research in the areas of Internet applications and services and electronic commerce. Requires knowledge of the technologies and their applications.

COPY EDITOR (CW)
This position requires strong editing, proofreading, layout and desktop publishing skills. A minimum of 1 year experience necessary. Quark experience a plus.

PART-TIME SALES ASSISTANT (CW)
The selected candidate will provide and assist in lead generation and sales qualification to support the Professional Development Division in Fairfax, VA. Duties include qualifying clients, maintaining prospect lists and sending out sales literature via mail and fax program. Knowledge of MS Word for Windows preferred. Must be able to work independently (20 hours/week).

TELEMARKETING REPRESENTATIVE (CW/RT)
Response Technologies is looking for two telemarketing representatives with excellent communication skills. Individual should be detail oriented. A minimum of 1 year telemarketing experience in a high volume, diverse call center and knowledge of LAN systems, Windows and other data entry applications necessary. Flexible working hours available. College degree preferred.

ACCOUNT EXECUTIVE (CW/RT)
The ideal candidate will serve as the direct point of contact between the client and the functional departments at Response Technologies. Responsibilities include tactical implementation and management of programs. A minimum of 3 years experience in databases, telemarketing, direct mail, fulfillment and service organization required. BA/BS necessary.

ASSOCIATE EDITOR, REVIEWS (PCW)
The individual in this position will plan, assign, and edit hardware and software product reviews for a managerial audience. Candidate will work with the PC World Test Center to plan appropriate testing for reviews and write articles as needed. Duties will include covering beat areas as assigned and attend industry trade shows. A minimum of 2 years experience editing a computer magazine or general business publication required. A proven ability to manage projects and meet deadlines a must. Solid knowledge of a wide range of PC products essential.

IDG Job Opportunities Update
Monday April 3, 1995

ASSISTANT EDITOR, REVIEWS (PCW)
The selected candidate will write and edit hardware and software product reviews for a managerial audience. Responsibilities will include assisting with research and planning, covering assigned product areas, meeting with vendors and attending industry trade shows. Strong editorial skills plus a BA in English/Journalism or equivalent experience required. Magazine writing and editing experience preferred. Working knowledge of PC products necessary. Excellent communication skills are essential. Must be able to manage projects and meet deadlines.

CIRCULATION PROMOTION MANAGER / DIRECT MAIL (PCW)
The individual in this position will have direct responsibility for all aspects of PC World's circulation direct mail promotions, including list planning, merge/purge, creative management, print production and response forecasting and analysis. Duties will include all aspects of direct mail premiums, inventory management and fulfillment. Candidate will be assisting with the monthly financial reforecasts and reconciliations.

CIRCULATION MARKETING ANALYST (PCW NEWSLETTERS)
The successful candidate will update essential management reports that indicate product profitability and help to discover new opportunities. Strong knowledge of spreadsheets and graphics packages required. Excellent analytical skills a must. A minimum of 2 years in a marketing, direct response or publishing environment necessary. BS in accounting or accounting background preferred.

ACCOUNT EXECUTIVE (MACWORLD)
The ideal candidate will support the National Accounts Manager in all facets of advertising sales to include office support, customer service and general support as needed. Individual will sell display advertising as assigned via telephone, as well as sell, service and develop new advertisers in the region.

MACINTOSH DATABASE PROGRAMMER (MACWORLD)
The primary duties will include maintaining the FoxPro tracking database and the administration of the Lotus Notes server. Strong knowledge of FoxPro 2.6 required. Experience with Lotus Notes and familiarity with Omnis 7 preferred. A minimum of 3 years programming with at least 2 years Macintosh specific required.

RECEPTIONIST (IFTW)
The primary responsibilities in this position will be to direct telephone calls and serve as contact for clients, visitors and vendors. Individual will provide general administrative support as needed. Excellent organizational and communication skills necessary. A minimum of 1 year office experience required. Knowledge of the Macintosh preferred.

CUSTOMER SERVICE COORDINATOR, CIRCULATION (IFTW)
The selected candidate will be responsible for subscription and newsstand customer service for three national magazines. Responsibilities will include phone and written correspondence with customers as well as follow-up with multiple vendors. Proficiency with MS Word on the Macintosh necessary. Excellent communication skills essential.

IDG Job Opportunities Update

April 3, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	IS NETWORK Manager	Boston, MA	S. Brown	(508)935-4099
IDG	Programmer Analyst	Framingham, MA	S. Brown	(508)935-4099
IDG	P/T Asst./Rsch Dept.	IDG Rsch. Serv., Fram. MA	D. Volpe	(508)935-4192
IDG	Account Executive	IDG List Serv., Fram. MA	D. Volpe	(508)935-4192
IDG/CS	Accounting Assistant	San Francisco, CA	M. Reyes	(415)978-3364
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/CI	Receptionist	Irvine, CA	P. Fowler	(508)935-4796
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)925-4192
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Features Editor	Framingham, MA	J. Dix	(508)875-6400
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649
IDC	Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst / Telecom	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Sales Assistant	Islelin, NJ	E. Martin	(508)935-4649
IDC	Group Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Systems Support Specialist	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Administrative Assistant, Publications / IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Office Asst./Systems (30 hr.)	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Workstations	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
IDC/TIS	Associate Analyst	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Graphic / Production Artist	Falls Church, VA	T. Guest	(508)935-4766
FCW	Test Center Director	Falls Church, VA	C. Marsan	(703)876-5123
IDG/User	Account Director (4)	NY/TX/CA/OH	E. Ouellette	(508)935-4605
IDG/User	Research Director/ Transition Econ. Svc.	MA/VA	E. Ouellette	(508)935-4605
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Copy Editor	Framingham, MA	A. McCrory	(508)879-0600
CWI	Editor, Electronic Services	Framingham, MA	S. Perry	(508)820-8160
CWI	Lotus Notes / Electronic Media Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Information Systems Support Specialist(2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Assistant	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW/RT	Telemarketing Respresentative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Mailing Services / Fullfillment Assistant	Framingham, MA	T. O'Connor	(508)820-8566
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Test Developer, LAN	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Technical Analyst, Desktop Systems	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Sales Assistant	Framingham, MA	L. Schmid	(415)312-0669
IW	Sales Rep. - Demographic Editions	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters / Senior Writers	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

April 3, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Assistant to Pre-Press Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Media / Archive Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Royalty Accountant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Associate Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Circulation Promotion Mgr./Direct Mail	San Francisco, CA	E. Di Matteo	(415)978-3107
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Admin. Asst. / Faxback Dept.	San Francisco, CA	Z. Stefanova	(415)974-7353
PCW	Circulation Assistant	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Performance Analyst	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant to the Publisher	San Francisco, CA	G. Mason	(415)978-3270
PCW	Senior News Editor	San Francisco, CA	R. Glitman	(415)978-3195
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Renewal & Billing Manager	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Circulation Marketing Analyst	Boston, MA	L. Connolly	(508)935-4791
PCW News	Fulfillment Manager	Boston, MA	L. Connolly	(508)935-4791
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	R. Valdez	(415)267-1707
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	R. Valdez	(415)267-1707
MAC	Administrative Assistant (2)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Customer Service Coordinator, Circ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Receptionist	San Mateo, CA	C. Yam	(415)349-4300
IFTW	Designer, GamePro (2)	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Assistant Production Manager	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Production / Designer (2)	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Art Director, GamePro	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	Chicago., IL	J. Rousseau	(415)286-2525
IFTW	Book Editor	San Mateo, CA	W. Knibbe	(415)286-2542
IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

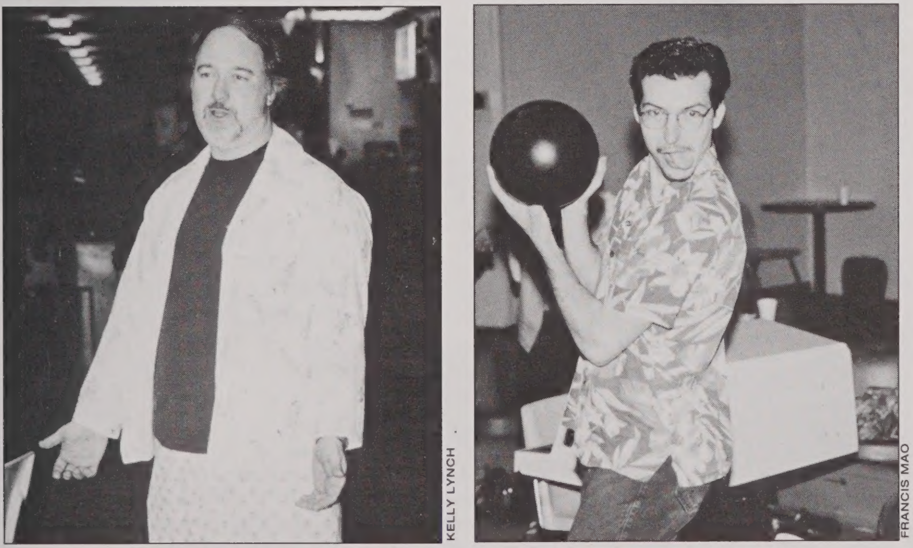
ExecuTrain Holds Housewarming

Welcome to the
March
Conference
9 3'95

AT A CONFERENCE LAST MONTH FOR FRANCHISEES, EXECUTRAIN HELD AN *official ribbon-cutting ceremony to celebrate the company's move to a new headquarters building. The 80,000-square foot complex is equipped with state-of-the-art computer training facilities and room to house the 50% to 100% growth the company expects to experience over the next three to four years. Among those present for the celebration were (left to right): Robert Gauld, building project manager, Ben Bunyard, construction manager,* ***Lee Ann Maloney****, ExecuTrain human resources manager,* ***Robert Holtackers****, VP/finance and administration,* ***David Deutsch****, CEO and president,* ***Mike Moss****, executive VP/sales and marketing,* ***Kim Deutsch****, executive VP/operations and* ***Mike Addison****, executive VP/*

ExecuTrain U.S. Headquarters:
4800 North Point Parkway
Alpharetta, GA 30202
Tel: 404-667-7700
Fax: 404-664-2006

IFTW's Life in the Fast Lane


KELLY LYNCH

FRANCIS MAO

AFTER WRAPPING UP BUSINESS AT THEIR QUARTERLY COMPANY MEETING, THE *Infotainment World staff headed to their neighborhood bowling alley for some friendly competition. GamePro Senior Editor* ***Andy Eddy*** *(left) models the outfit that earned him a prize for best bowling shirt, while GamePro Associate Editor* ***Tom Russo*** *(right) gets ready to roll.*

PUBLISH

continued from page 1

reprints of their own advertorial — to distribute at last week's Seybold Conference in Boston.

One important outcome of the supplement has been *Publish*'s stronger ties with clients. Versen said that between pitching the project, sitting in on the interviews and spending time with high-level executives, he and the sales staff gleaned behind-the-scenes knowledge of the companies' needs. This, in turn, will help *Publish* come up with better marketing solutions and products for customers.

In addition, *Technology Strategies* gained *Publish* even more respect in the industry. "It raised the bar in terms of how people look at us," Versen said. "We were the leader, but we're distancing ourselves from the competition even further."

> *Publish has been busy fielding calls from vendors anxious to be included in future supplements.*

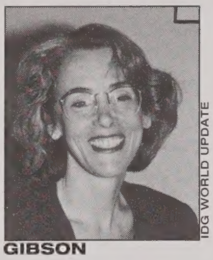
Although Versen said customer service rather than money was the prime motivation for creating the supplement, *Publish* has realized a profit margin of about 10% — no small achievement for a first-time product. Reprint requests are off to a healthy start. Each company's corporate colors were incorporated into the layout, allowing reprints to fit easily into the participants' collateral materials.

Given the enthusiastic reception to *Technology Strategies*, *Publish* is planning to either reprint the supplement and bind it into the November issue or, if advertiser demand keeps growing, produce a stand-alone piece incorporating new vendors. In 1996, Versen is considering a supplement highlighting case studies of how electronic publishing companies have solved customer problems.

For more information on Technology Strategies contact ***Neil Versen*** *at tel: 415-978-3309, fax: 415-495-2354, or BusinessTalk box : N.Versen.*

NOTEWORTHY

PROMOTIONS


IDG WORLD UPDATE

GIBSON

Most recently marketing manager for ComNet Washington, D.C. and the Information Superhighway Summit, **Cathy Gibson** has been promoted to director of corporate communications for IDG World Expo. "Cathy brings a rich background of 15 years in the trade show industry," said IDG World Expo President and CEO **Kenneth Kaplan**. "Under her direction, we look forward to effectively bringing the IDG World Expo message to our customers, partners and prospects around the globe."

Maureen Whiting, formerly marketing specialist, has been promoted to senior marketing specialist for IDG World Expo. "Maureen has worked tirelessly on ComNet and last year assumed additional marketing responsibilities on the Information Superhighway Summit," said Group Show Director **Robin Andreola**. "Her attention to detail and her dedication to deadlines has helped to keep ComNet and ISS promotions on track."

NEW EMPLOYEES

Richard Dean has signed on as an analyst in IDG's Corporate Credit Department. Richard most recently worked in a similar capacity at Future Electronics Corp. He has a BA in business administration from Worcester State College and is an MBA candidate at Framingham State College. His interests include freelance journalism, tennis and golf.

Craig Silverman joins IDG's Corporate Legal Department as a trademark paralegal. As a regulatory affairs assistant for Alko Diagnostic, Craig wrote and implemented the company's FDA-related policies. He graduated from Salem State College with a BS in political science and received his paralegal certificate from Northeastern University. Much of Craig's free time is spent pursuing a degree at the New England School of Law.

The IDG Books Business and General Reference Press in Chicago, Ill., welcomes **Sarah Kennedy** as executive editor. Previously editor for VGM Career Horizons, Sarah will be responsible for acquisitions and developing the division's product lines. She has a BA and an MA in English Literature from Case Western Reserve University and enjoys reading, gardening and good food.

IDG WORLD UPDATE

BURBA

IDC welcomes **Brian Burba** as a research analyst for the Distributed Management Solutions Program. Brian has a BA in mathematical economics from Brown University and worked previously as an electronics and technology economist for Cahners Publishing. Brian enjoys mountain biking.

Elizabeth Bertolozzi has signed on as a research analyst for IDG Research Services. Before coming to IDG, Elizabeth worked as a marketing assistant at Northeastern University. She is currently working towards a masters degree in journalism at Northeastern University.

TRANSFERS

LEWANDOSKI

Christine Lewandoski, formerly inside account manager for *InfoWorld*, has joined *Computerworld*'s Rochelle Park, N.J. office as a sales associate. Christine is pursuing a BS in communications at Seton Hall University. In her free time Christine is remodeling her home.

Martina Martin, previously a receptionist for IDG, has been hired as an administrative assistant for *Macworld* in Irvine, Calif. Martina will graduate in June from Goldenwest College where she has been pursuing a BA in business. Her hobbies include roller speed skating for which she trained at Colorado Springs' Olympic Training Center.

CHAIRMAN'S ACHIEVER

The Chairman's Achiever program was created in 1992 to recognize outstanding efforts of IDG employees around the world.

IDG Books Worldwide President **John Kilcullen** describes **Kathy Welton** as a "publishing dynamo." As vice president and publisher of the IDG Books Business and General Reference Group, Kathy established the division's Chicago office last July and immediately signed 10 new titles.

Working for the first five months with a staff of one, Kathy used her 15 years of experience in business book publishing to get the division off the ground. "She is relentless in pursuing world class authors, and her commitment to publishing timely and quality books is a source of real pride to me," Kilcullen said. "She has been a delight to manage because she has a super attitude, listens well and understands the promotional side of the business."

STEVE FRIEDMAN

WELTON

Kathy's successes include the signing of IDG Books' first Canadian edition and publishing the *Taxes for Dummies™ 1995 Edition* and the first edition of *Mutual Funds for Dummies ™*.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Yannick Robain - IDG France

TEN YEARS
Richard Mikita - Computerworld
Karen Wallace - Network World

NINE YEARS
Robert Wells - IDG Australia
Carole Zozoya - IDG France

EIGHT YEARS
Nancy Grant - InfoWorld

SEVEN YEARS
Sophie de la Gueriviere - IDG France
Catherine Boisadam - IDG France

SIX YEARS
Sophie Huang - IDG Taiwan

FIVE YEARS
Tim Warner - Macworld
John Kilcullen - IDG Books

FOUR YEARS
Kevin Ellis - InfoWorld
Herman Sundgren - IDG Sweden
Brunello Bossi - IDG Italy

THREE YEARS
Laura Didio - Computerworld
Lianne Kirkland - Macworld
Helen Chen - IDG Taiwan
Cindy Su - IDG Taiwan
Allen Wu - IDG Taiwan
Daphne Jeng - IDG Taiwan

TWO YEARS
Blanche McDade - InfoWorld
Bin Li - IDG Asia
David Schneider - PCW Newsletters
Zena Savage - IDG Telecommunications
Mats Eriksson - IDG Sweden
Kirstin Pihl - CIO
Stefani DiMauro - IDG Books
Isabel Kuo - IDG Taiwan

ONE YEAR
William Matthew - CD Solutions
May Han - IDC Singapore

Need a Lift? IDG Has the Ticket!

IDG MARKETING SERVICES/U.S. SPONSORED THE ANNUAL SKI IDG OUTING RECENTLY *for ad agency clients. More than 50 agency representatives joined IDG staff members from InfoWorld, Network World, Federal Computer Week, PC World, Macworld, CIO and Computerworld at Stratton Mountain in Vermont. Fortifying themselves before a frosty day on the slopes are Marian Cicollela, Ammirati & Puris; Virginia Rowe, Ogilvy & Mather; Computerworld Vice President/Sales and Associate Publisher* ***Dave Peterson****; Computerworld Regional Vice President* ***Bernie Hockswender****; and PC World Mid-Atlantic Advertising Manager* ***John Grogan****.*

CALENDAR

The following is a list of IDG function meetings scheduled for May:

Circulation Function Meeting
May 1-2
Chatham, Mass.
Contact: Carol Spach, CIO
Tel: 508-872-8200

IDG Sales Manager Training
May 8-9
Dallas, Texas
Contacts: Jeff Edman, PCW
Tel: 415-978-3259
Martha Stephens, IDG HR
Tel: 508-935-4600

Marketing and Research Function Meeting
May 21-23
Newport, R.I.
Contacts: Kathy Dineen, IDG Research
Tel: 508-820-8153
Chris McAndrews, IMS/U.S.
Tel: 415-676-3000

VIRTUAL REALITY

continued from page 1

Ralph Peter Rauchfuss.

In addition to the conference and exhibition, attendees could immerse themselves in virtual reality at "Experience Park." Cyberspace games and entertainment were on hand, as well as presentations of VR applications in medicine, interactive television and compact disc interactive technology.

Michael Freter, Rauchfuss' assistant, coordinated the event. Mecklermedia sold exhibition space, and the Fraunhofer Institute for Manufacturing Engineering and Automation and the Fraunhofer Institute for Industrial Engineering contributed to the conference portion.

The event was such a success that plans are now in the works for Virtual Reality World '96, February 6-8, in Stuttgart.

For more information contact ***Michael Freter*** *at telephone: 49-89-360-86-379, fax: 49-89-360-86-386, or BusinessTalk box: M.Freter.*

CELEBRATING 10

Anton Paunert

HOME: Dachau, Germany

JOINED IDG: October 1984 as a photo-compositor

CURRENT JOB: Desktop publisher at *PC Welt*

MOST CHALLENGING PART OF YOUR JOB: Working with so many different imaging, graphics and text programs.

LATEST ACCOMPLISHMENT: After four office reorganizations, I'm finally in a cozy office.

CAREER HIGHLIGHT: The high point hopefully remains in the future.

MOST MEMORABLE MOMENTS AT WORK: Various office excursions and festivities.

WHY DID YOU JOIN IDG? My brother already worked for the company.

BEST WAY TO COMPLIMENT YOU ON YOUR WORK: Tell me I have a relatively independent work style.

WHAT'S KEPT YOU HERE 10 YEARS? A good office atmosphere.

OUTSIDE INTERESTS: Soccer and boogie-woogie dancing.

unixwelt
PC WOC
Mehr Power durch

IDG CHAIRMAN PAT McGOVERN AND HIS WIFE LORE TREATED ***Anton Paunert*** *(left) to dinner at one of Munich's finest restaurants in honor of his 10th anniversary with IDG.*

WORDS TO LIVE BY: "Always spread serenity, not confusion."

FANTASY JOB: Professional soccer player and/or to be a man of independent means.

MANAGER'S PROFILE: "Toni is a true team player. He works easily and productively with others and brings a smiling face to the office every day."
- ***Dr. Michael Klein****, editor-in-chief, PC Welt*

IDG WORLD UPDATE

PUBLISHER	EDITORS		ASSISTANT EDITOR	BUSINESS MANAGER
David F. Hill	Patricia Smith	Penny Winn	Stephanie Noyes	Lisa Ryan
617-423-9030	617-423-0527	617-423-0406	617-423-0241	617-423-1366
E-mail: D. Hill	E-mail: P.Smith	E-mail: P.Winn	E-mail: S.Noyes	E-Mail: L.Ryan

International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 14

April 3, 1995

RESPONSE TECHNOLOGIES HONORED FOR WORK WITH DEC'S SEMICONDUCTOR GROUP
PAGE 2

IDG CHAIRMAN PAT McGOVERN TAKES A TURN ONLINE TO ADDRESS COMDEX SALE
PAGE 3

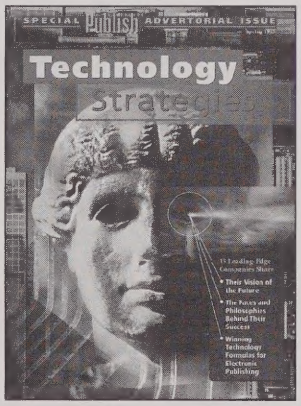
IDC PRESENTS FIRST QUARTER EXCELLENCE AWARDS TO FOUR OUTSTANDING EMPLOYEES
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Publish Supplement Serves Reader, Vendor Interests in Era of Change

The electronic publishing market has experienced tremendous change during the past few years. Many companies that made their names in the traditional era of type and printing have had to transform themselves to compete in the digital age. Newer companies have had to remain flexible to keep up with technological advances. And, with the economy fluctuating as well, purchasers of electronic publishing tools have had to make careful decisions about what companies to trust with their investments.



As a service to both the industry and to its readers, *Publish* created a special 56-page advertorial supplement this month to give leading-edge companies an opportunity to explain who they are today. The 15 companies profiled in *Technology Strategies* discuss their past accomplishments, the electronic publishing industry and their role in it, their operating philosophy and their vision for the future.

"Building brand awareness is so important in today's global economy," said *Publish* Associate Publisher **Neil Versen**, who spearheaded the project. "This supplement is addressing that need and adding value not only to the participating company's products but also to the company and its people."

Technology Strategies was polybagged with *Publish*'s April issue and sent to all subscribers. Company profiles ranged from two to eight pages and were authored by freelance writers. Since no other publisher in the graphics industry had attempted a project like this before, and because other advertorials they had seen were of poor quality, vendors had to be persuaded to sign on. *Publish* invested in a high-quality promotional piece to assure customers of the similarly high value of the finished product. Per page advertising rates of $6,500 for two pages of advertorial or $5,000 for four to six pages were low compared to regular display ad rates of well over $10,000 per page. There were purposely no display ads so the supplement would look more like a special report.

After *Technology Strategies* appeared, any client's early skepticism gave way to unbridled enthusiasm. *Publish* has been busy fielding calls from satisfied advertisers and other vendors anxious to be included in future supplements. Among the testamonials to the supplement's impact: George Fischer, Kodak's CEO, sent a letter praising the quality of the issue, and Agfa paid for 10,000 extra copies of the entire supplement — not just

•CONTINUED PAGE 5•

Virtual Reality World Draws International Audience

COMPUTERWOCHE'S RALPH PETER *Rauchfuss* *(right) talks with Dieter Spöri, minister of economic affairs of Baden-Württemberg, the German state in which Stuttgart is located.*

Computerwoche Verlag's conference and seminars division organized Europe's largest virtual reality event on February 22-23 in Stuttgart, Germany. The first Virtual Reality World drew 2,000 visitors to the exposition and 700 attendees to the conference, which featured an international line-up of experts in industrial and entertainment applications of virtual reality.

"The lively interest on the part of the attendees emphasized the significance of virtual reality for the future," said Computerwoche Managing Director

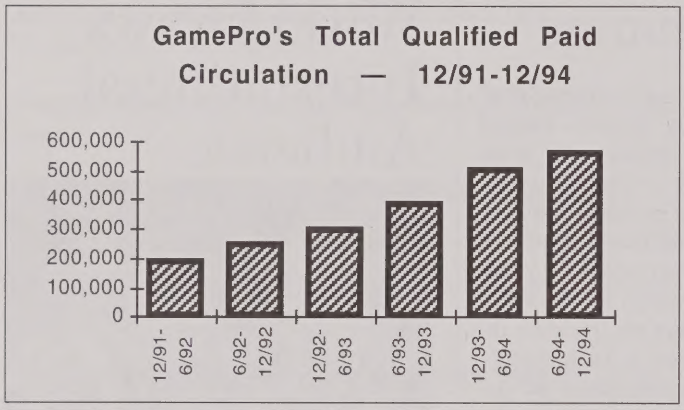
•CONTINUED PAGE 7•

IN BRIEF

GamePro Subscriptions Soar

Between June and December 1994, *GamePro* continued an upsurge in circulation, closing out the year with a 42% increase over the same six-month period in 1993. According to *Advertising Age,* this figure reflects the third highest circulation gain among the top 200 paid circulation magazines in the U.S. The December issue of *GamePro* contributed significantly to this increase. The most popular issue in the magazine's history sold 622,729 copies with a record $1,096,446 in ad revenues.

With this most recent BPA publisher's statement, *GamePro* has left its nearest competitor in the dust with a 52% higher average paid circulation.


GamePro's Total Qualified Paid Circulation — 12/91-12/94

E2 Pays Tribute to Rising Stars

Billed as multimedia's answer to the Oscar, Emmy and Tony Awards, *Electronic Entertainment* has introduced the Murphys to pay tribute to "the rising stars of interactive multimedia." The March issue of *E2* featured the winners of this new award as well as those of the Second Annual Editors' Choice Awards which highlight the best electronic entertainment products.

The ever-growing demand for interactive entertainment has prompted a new genre of acting on the small screen — live actors starring in CD-ROM games. *Electronic Entertainment* named the Murphys after the pioneer of multimedia performing, actor Chris Jones, a.k.a., game developer/detective Tex Murphy.

"The introduction of the Murphy Awards honoring interactive performances helps position *E2* as the authority at the intersection of entertainment and technology," said Editor-in-Chief **Fred Paul**. Awards were presented in categories including Best Actress, Best Actor and Best Use of Live-Action Footage; and Jones was honored with a Lifetime Achievement Award.

The Editors' Choice Awards were given in 16 categories including Best Game, Best Online Entertainment and Most Entertaining Computer Products are evaluated by quality, entertainment value and "bang-for the buck." In addition, three Breakthrough Awards highlighted the best uses of emerging technologies.

Response Technologies Honored as DEC Business Partner

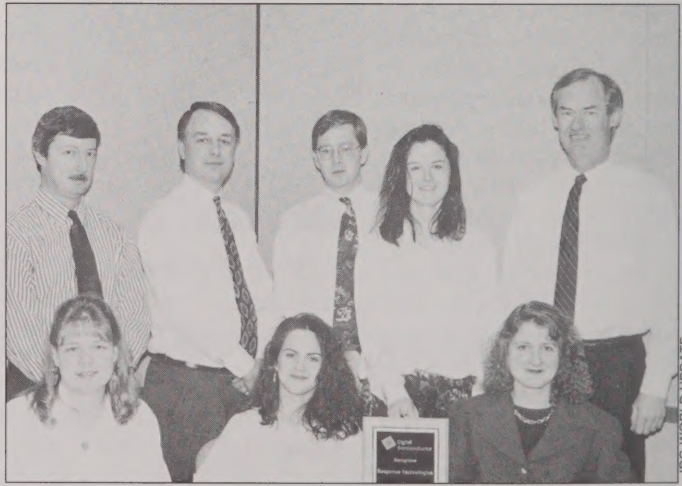
Response Technologies, part of Computerworld's Customer Information Division, was honored recently for its work with Digital Equipment Corp.'s Semiconductor Group.

Response Technologies received a plaque recognizing them as a Digital Equipment Business Partner, which signifies the company is considered an extension of the DEC Semiconductor Group.

RT's work on the nine "Breakthrough in PC Architecture" seminars, held early this year, earned them this recognition. RT's efforts included assembling 1,000 seminar kits; establishing a toll-free response center to field inquiries and register participants; and analyzing response and attendance rates.

Andrea Mason, marketing communications consultant for DEC, said that RT, which is DEC's newest vendor, "did a tremendous amount of work getting the Semiconductor Group up and running."

Response Technologies was referred to, and subsequently selected by another of DEC's semiconductor divisions to build a complete response center supporting all U.S. literature and lead distribution to Digital's distributors.


IDG WORLD UPDATE

MEMBERS OF RESPONSE TECHNOLOGIES' SALES, TELE- *marketing and account services who worked on the DEC project included (back, left): Peter Sheehan, Phil Lambert, Chris Nelson, Jennifer Brickhill and Jeff Burnett. (front, left): Stephanie Winkiewicz, Sandy Botelho and Karen Reuter. Absent from photo: Tracy Anderson, Shawn Brown, Bob Craig and Sally Fish.*

Volume 25, Number 15
April 10, 1995

SECOND LOTUS NOTES COLUMN OFFERS TIPS ON HOW TO SET UP NOTES AT YOUR OFFICE
PAGE 4

OBJECT WORLD/BOSTON BREAKS RECORDS ON ALL FRONTS
PAGE 5

COLIN CRAWFORD NAMED PRESIDENT OF MACWORLD COMMUNICATIONS, INC.
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

GamePro Goes to Greece

Video game enthusiasts in Greece got their first look at a local version of *GamePro* when the new publication arrived on newsstands late last month.

Published under license by Athens-based Delta Graph, *GamePro Greece* targets the same youthful, primarily male audience that comprises the lion's share of U.S. *GamePro*'s readership. According to Publisher **John Delis**, *GamePro Greece* will have an initial circulation of approximately 5,000, but "we believe it will grow in the near future."

GAMEPRO
Killer Instinct

The company currently publishes another game title, *User*, which targets computer-based video games.

Delta Graph is IDG's second licensee in the Greek market; Geniki Ekdotiki Typou, also based in Athens, publishes a combined *Publish & Macworld* title. *GamePro* (and *Electronic Entertainment*) are also licensed by Germany's Medienberattung und Verlag Limbach. According to International Publishing Services Vice President of Licensing **Tim Clarke**, *GamePro* is also available throughout Spanish-speaking Latin America as a result of a license with Editorial America, based in Miami. Several other companies in Europe and elsewhere are currently negotiating rights to license *GamePro*.

FCW Capitalizes on FOSE-Related Activities

TISARA INC.

SENATOR JOHN GLENN (D-OHIO) WAS AMONG THREE MEMBERS OF CONGRESS *attending FCW's Federal 100 awards dinner for the first time this year. With Sen. Glenn are FCW Editor-in-Chief* ***Anne Armstrong*** *(left) and FCW President and Publisher* ***Edith Holmes****.*

The staff of *Federal Computer Week* won't soon forget the week of March 20. *FCW*'s memorable achievements included the publication's largest issue ever (104 pages) and a 55% market share for the month of March, a sold-out Federal 100 awards dinner, high traffic and good visibility for the *FCW* booth at a key industry trade show.

FOSE, the federal computing community's premier exposition, was the catalyst for *FCW*'s flurry of activities. *FCW*'s booth was front and center this year, providing *FCW* with unprecedented traffic volume. A drawing for 10 different computer products helped the company pick up several thousand leads, which it shared with the vendors who donated the equipment.

The first evening of the show, *FCW* sponsored the sixth annual Federal 100 awards dinner, which honors 100 people in the U.S. government or with federal contractors who have made the most significant contributions to IT during the previous year. More than 650 attended

•CONTINUED PAGE 5•

IN BRIEF

IDG Sweden Hosts Spindler

IDG SWEDEN GENERAL MANAGER BENGT MARNFELDT (RIGHT) *introduced Apple CEO Michael Spindler at the MacWorld seminar. Marnfeldt gave a brief overview of IDG Sweden and MacWorld Sweden and thanked Apple Computer for its support and cooperation over the years.*

A record crowd of 1,400 Mac users listened to Apple CEO Michael Spindler deliver a speech last month at a seminar sponsored by *MacWorld Sweden*. It was the largest gathering for any seminar the publication had ever sponsored, including sessions at MACWORLD Expo. Focusing on multimedia and communication innovations, Spindler gave his view of the trends, risks and prospects society faces in the information age.

"With such an enthusiastic crowd of Apple users here in Sweden, I'm not surprised Spindler's visit attracted so many people," said Marketing/Sales Manager **Herman Sundgren**. "For us at *MacWorld*, this is a great way to promote the magazine and to underline that we are an authority in the Mac market."

The session also represented the first time *MacWorld Sweden* and a manufacturer had collaborated on a seminar. According to **Magnus Wallén**, associate publisher of *MacWorld Sweden* and *CAP&Design*, it paved the way for a closer relationship with Apple and prospects for additional joint ventures with them and other vendors.

IW Staff Featured at Seminar

Members of the InfoWorld Test Center spoke at a seminar last month in Northbrook, Ill., sponsored by the Corporate Association for Microcomputer Professionals. After *IW* Executive Vice President **Stewart Alsop**'s introductory remarks, **Susan Ryan**, **Nicholas Petreley**, **Tom DeBry**, **Scott Mace**, **Ed Dowgiallo**, **Lisa Stapleton** and **Amy Johnson** each reviewed the status of technology and products in six key areas of personal computing in the enterprise. It was the second year the Test Center participated in the seminar series and once again received glowing reviews.

IDG Reorganizes Exposition Business

Two new business units formed to handle ComNet, Object World

During the past few years, IDG's exposition business has flourished, with more than 60 trade shows in more than 40 countries. Noting that decentralized operations are the most effective way to serve customers and maintain an entrepreneurial business environment, late last month the IDG Executive Committee announced that it will reorganize IDG's exposition activities to ensure continued growth.

Two new IDG business units will be formed: The ComNet Exposition Co. and The Object World Exposition Co. Both events, which are the most significant shows and conferences in their fields, have seen steady expansion domestically and internationally. The search is now on for two presidents, each of whom will take responsibility for the brands globally.

In addition, Network World Unplugged will become a part of Network World, Inc. The event debuts this week, where it is expected to have an auspicious start as the key event for the burgeoning remote computing market. Based on the strong affiliation of the show with *Network World*'s audience and editorial mission, the Executive Committee noted that the show can prosper best by increasing its organizational ties to those responsible for managing the *Network World* brand.

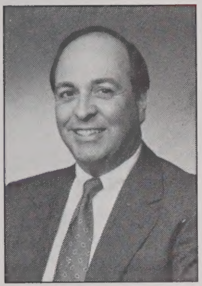
Given the rapid growth of IT events around the world, customers are asking for global marketing expertise, which is the charter of the IDG International Marketing Services group. From now on, the international sales and marketing of out-of-country expositions will be the responsibility of IDG IMS. "Expanding IDG IMS' portfolio to include our global exposition family is the most efficient and effective way for us to deliver total solutions to our most important customers," said IDG President **Kelly Conlin**.

The new business units and related changes will enable the IDG World Expo team and President **Ken Kaplan** to focus on creating new industry events. The existing World Expo offices outside the U.S. in Germany, Japan, Hong Kong and China will continue to operate as before.

To summarize the new strategy, there will be three kinds of exposition activities at IDG:

- Those, like Network World Unplugged or Electronic Entertainment Expo that are branded with the names of publications will be supported by the Global Product Centers of that brand.
- Those, like ComNet or Object World, that are significant, standalone businesses, will be independent IDG business units.
- Those that are being developed by the expertise and industry knowledge of the current World Expo team that will be IDG's opportunities of tomorrow.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Is the establishment of IDG wholly owned operations a thing of the past given the aggressive licensing and strategic partnership strategy of recent years?

A IDG is always looking for opportunities worldwide to make direct investments to establish new IDG operations. This approach is not in conflict with the aggressive licensing strategy that **David Hill** and **Tim Clarke** have undertaken on a global basis. The IDG Executive Committee weighs each opportunity independently and approves the appropriate strategy. We do not attempt to make a value judgment on wholly owned operation vs. licensee. Our licensees are very important members of the IDG family and are an integral part of our long-term strategic initiatives. Many of them join us each year as full participants at the global product line meetings, the Publishing Institute and our annual Worldwide Managers Meeting.

Has the Corporate Support Center taken over responsibility for IDG's global communications, are you planning to hire a director of MIS to champion this cause and if so, what will be the mission of this group?

The CSC hopes to provide leadership in this area by demonstrating that improved communications can strengthen our overall global efforts. We plan to do this by a sharing of our "great ideas." If we find an application that allows us to be a better server in the client/server analogy, we will work with our "evangelists" to share this "great idea" with the business units. We will be developing this strategy more fully over the next several months, as we assess the results of the past several months and assess our longer term IS needs with regards to staffing.

You and Kelly Conlin have now been in your new positions for six months. Can you give us a mid-year self-evaluation regarding your accomplishments to date and plans for the near future?

We have been focused on developing a working relationship, both with each other and the business units. This generally takes time and we are looking forward to seeing the results from a survey that just went out to the business unit heads. I am certain that there will be valuable feedback on how we can improve as we move forward. Kelly and I have found that we have a very compatible working relationship and that Pat was right that Walter's job was too big for any one person — other than Walter — to fill!

I am pleased to report that we have had an excellent first half of FY95. The second half does not appear to be as strong, because of the price pressures we face from the paper mills. We will need to be very conscious of containing costs during the second half of FY95 to ensure we meet our operating profit target.

What criteria do you use to evaluate whether or not a publication — or a business unit — is viable?

You can never evaluate a publication or business unit in isolation from its market. I always try to determine if it is meeting an obvious customer need or demand. If a business unit is successful at creating customers (this could be readers for a publication), they will eventually create a successful business.

I also look for the simplicity of the business concept. I have often seen complex business models that fail, because the leader cannot explain clearly the unique differentiation of the business. I personally like franchise businesses that one can build on. Our global publication brands: *Computerworld/InfoWorld*, *PC World*, *Macworld* and *Network World* all fit this criterion.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

NOTES UPDATE

This column appears monthly to address issues related to IDG's adoption of a new Lotus Notes-based global communications system. If you have specific questions you would like answered regarding Lotus Notes, please send them to World Update via fax at 617-423-0712.

Now that you know what Lotus Notes is, you probably want to know how to get it working. Keep in mind that there's more to getting Notes running than just installing the software. In addition to specific hardware requirements, you'll need to consider other factors such as in-house technical resources, training for users and technical support. Here are the specific hardware and software requirements for implementing Lotus Notes. Depending upon your organization's size and needs, there are a couple of options for deploying Notes.

Recommended: Whichever software option you choose, we strongly suggest you purchase Maintenance from Lotus which entitles you to free upgrades for two years. Lotus has been releasing upgrades of Notes fairly regularly and without Maintenance, you'll need to keep buying new licenses.

SHARING A SERVER

If you only have a few users at your site, or you do not plan to do any major application development, you may benefit from simply installing the client software and replicating to another IDG business unit's server.

If you do, you'll need to spend some money on an expensive lunch for that unit's IS manager, convincing them to let you make use of their server and technical expertise. You'll then have to install client software at your site's workstations. Depending on your needs, you may be able to purchase Notes Desktop, which is a runtime version of Notes for about $99, instead of the full-blown Notes client for about $250.

IMPLEMENTING A TOTAL SOLUTION

If your organization consists of several users and you believe you will be developing Notes databases and applications for workgroup computing, you should probably set up your own Notes server for use by your group. In addition, client software will be required on each user's workstation. You will probably also need to add resources for supporting Notes, either through contracted support or added responsibility for existing staff members. There should be at least one individual designated as your site's Notes administrator, who will be responsible for maintaining the server and Notes databases, managing your mail and gateways and supporting users.

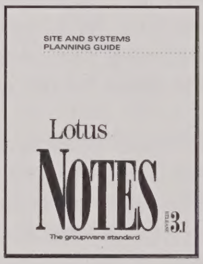
SERVER REQUIREMENTS

- A 486/25 with at least 12MB RAM and 500MB hard disk space.
- OS/2 is the recommended operating system.

CLIENT REQUIREMENTS

- A fast 386 with at least 8MB RAM and 100-200 MB hard drive.
- The Notes client software is available for Windows, OS/2, Mac or Unix.

Recommended: You will probably find it useful to read the *Lotus Notes Site and Systems Planning Guide*, which you may order with your Notes media. It is a concise and thorough booklet that takes you through all the steps of deploying Notes and describes the pitfalls you may encounter and the considerations you should make when setting up a Notes site.



TRAINING

Regardless of the solution you employ, you'll need to consider training the users at your site. You may find it cost-effective to hire a trainer to come in and train each of your users individually. Or, you may choose to send users to Lotus Notes Training facilities.

There are efforts under way throughout IDG to establish training at discounted rates for IDG employees. Training for Notes is an integral part of a successful deployment. Many aspects of Notes are intuitive, but for each user to get the most out of Notes, training is not only recommended, it's essential.

TECHNICAL SUPPORT

Technical support is available directly from Lotus, but it's expensive. For example, unlimited technical support via phone for two named callers supporting 50 users costs $6,995 per year. Technical support is also available through vendors such as Corporate Software.

*For more information on implementing Lotus Notes, contact **Lisa Ryan** at IPS, tel: 617-423-9030, fax: 617-423-0712 or Lotus Notes: lisa_ryan@idg.com.*

And the Winner Is...

Fourteen dedicated IDG employees entered the contest that ran in the March 6 issue of *IDG World Update* to identify colleagues from around the globe. The IDG backpack goes to **Alma Buelva** of *Computerworld Phillipines*, who submitted the only entry with every individual identified correctly.

The editors would like to extend special recognition to **Mike Wallace** of *PC World*, who missed the mark by one but did point out an oversight. The contest tagline said that 171 employees appeared throughout the March 6 issue, but Mike noted that because IDG President **Kelly Conlin** appeared in two photos, only 170 different faces graced the pages. Thanks, Mike!

Wallace, along with IDC Australia's **Leigh Bentley**, who also missed only one name, will receive *IDG World Update* T-shirts.

Thanks also to all who participated: **Betty Aguirre**, Infotainment World Books; **Natalie Ling**, *Computerworld Hong Kong*; **Sabrina P. Valcarcel**, IDG Argentina; **Michelle Keyo**, *Computerworld*; **Rina Campisano**, *Network World*; **Mary Rinaldo**, *Network World*; **Laura Sears Brady**, IDG (Framingham); **Alexandra DiIeso**, *Macworld* (Framingham); **Eun-Jeong Park**, Hi-Tech Information, Inc.; **Tina Ölschlager**, Computerwoche Verlag.

IDG Job Opportunities Update
Monday April 10, 1995

ASSOCIATE FINANCIAL ANALYST (IDG/CSC)
The individual in this position will be responsible for consolidating the monthly international profit and loss statements and forecast for approximately 35 international units on both a detail and summary basis. Duties will include management of budgets plus monitoring and analysis of incoming financial operating and market share statistics. Must be proficient with Excel spreadsheets. BS in accounting required. 1-2 years experience preferred.

VICE PRESIDENT OF LICENSING (EXHIBITIONS) (IDG/IPS)
IDG International Publishing Services is seeking a VP of licensing to initiate a program of show and exhibition licensing worldwide. Candidate must have extensive experience in the exhibition business with knowledge of international licensing and/or franchising. Individual must be willing to teach existing licensing staff about the exhibition business and learn about publication licensing so that he/she can present licensing opportunities with both products to prospective partners. Travel required.

PART-TIME OFFICE MANAGER (IDG RESEARCH SERVICES)
The individual in this position will be responsible for maintaining budgets, tracking project time and expenses, monthly billings, time charge system and employee records. Candidate will provide clerical support to the president. Excellent organizational skills a must. Previous experience with a PC or Mac required. (20-25 hours/week)

PRODUCT MANAGER / ONLINE SERVICES (NW)
Network World is seeking a product manager to lead development and implementation of new Internet-based online information services. Ideal candidate should have prior product / project management experience in a publishing, software or online systems environment. Strong interest for Internet publishing and electronic commerce preferred.

PRODUCT SPECIALIST (NW)
The individual in this position will have multiple project/product management responsibilities for Network Worlds growing educational seminar programs. Key areas of responsibility are site and event research, planning, logistics and production. Duties will include inbound sales and customer relations. Prior experience with event/meeting planning and production required. Macintosh skills (Filemaker Pro, Word, Excel) preferred.

MARKETING MANAGER (OBJECT WORLD)
The selected candidate will work closely with the Show Manager of Object World to create and implement exhibitor and attendee promotion/marketing plans and budgets. Individual will oversee the direct mail, list research, acquisition processes and production. 5-7 years experience necessary. Knowledge of the trade show industry a plus.

PRESIDENT (COMNET)
The successful candidate will be responsible for the full P & L and provide overall business unit leadership. Individual will be responsible for the planning, management and full implementation of business plans. He/she will define and implement strategic plans to insure revenue and profit growth. A minimum of 10 years IT trade show sales, marketing and/or business unit management experience in the Telecommunications/Enterprise-wide networking fields required.

RESEARCH MANAGER OF QUARTERLY PC MARKET TRACKING SERVICE (IDC)
Candidate will be responsible for developing and delivering a new IDC continuous information service (CIS) that provides quarterly tracking and forecasting of the worldwide PC market by major region. The deadline-oriented job requires strong project management, spreadsheet, database, forecasting, interpersonal and analytic skills. Prior experience in the management of quarterly collection, consolidation and distribution of data essential. Must have the ability to coordinate relationships both internal and external to IDC.

RESEARCH ANALYST IN THE QUARTERLY PC MARKET TRACKING SERVICE (IDC)
This position will collect, verify accuracy of U.S. quarterly PC shipment data from the top 40 vendors of personal systems, build forecast models to generate data on vendor sales at a detailed level and consolidate regional data into a worldwide view. Individual will also handle client inquiries and prepare reports and tables. Candidate will be responsible for researching market conditions.

COPY EDITOR, SECOND SHIFT (IDC)
Primary responsibilities are copy editing of high-tech newsletters and reports, both on hard copy and online. The copy editor will edit text, check calculations on tables and figures, develop charts and graphs based on data provided and work closely with authors. Knowledge of Macintosh systems (Word, Excel, QuarkXpress) preferred. Knowledge of publication layout and typography helpful. 1-3 years editing experience in a high-volume environment required. BA degree preferred. (Flexible hours, 2 PM - Midnight time frame)

IDG Job Opportunities Update
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DISTRIBUTION COORDINATOR (IDG/B)
The individual in this position must have experience in a high volume distribution environment. This would include experience in a pick-pack operation and knowledge of budget control responsibilities. Traffic management skills and automation experience helpful. Candidate will coordinate and supervise activities and efforts of a third party warehouse serving IDG customers.

EDITORIAL DIRECTOR (IDG/B)
The successful candidate will manage all aspects of the editorial process post-acquisition. Duties will include maintaining schedule integrity, developing strong author sources and maintaining positive author relationships. Individual will define entry level programming brands (to include design, titling, packing, and value added components) and articulate editorial mission.

EDITORIAL EVENTS ADMINISTRATOR (IW)
The selected candidate will be the primary customer support representative for Editorial Events. Responsibilities include: handling all incoming calls, providing administrative support for an entire group, supporting Event Producers and Conference Registrar on special projects as needed, and managing projects pertaining to specific events. 2-3 years experience in the PC or related industries required. Macintosh proficiency required. Excellent communication skills essential.

COPY EDITOR (PCW)
Ideal candidate will copy edit hard copy and electronic files for PC World Magazine. Responsibilities will include proofreading, copy fitting, extensive work with tables, and tracking articles through production. Individual will assist in determining house style, work with editors and designers to ensure clarity and accuracy, and help maintain high editorial standards. 2 years experience required. Must know the Chicago Manual of Style and be proficient in Macintosh word processing.

PERFORMANCE TESTING MANAGER (PCW)
The individual in this position will manage Performance Analysts in the PC World Test Center and ensure ontime delivery of accurate and meaningful test results. He/she will also plan, develop and execute tests and analyze and prepare results for a variety of PC hardware and software products. Solid understanding of microcomputer technology essential. Knowledge of usability testing procedures a plus. BA in computer science or equivalent experience necessary.

PRODUCT MANAGER - ONLINE SERVICES (PCW)
The individual in this position will be responsible for all operational and technical dimensions of the PCW Online Services Group's presence on the PRODIGY online service and on the Internet/WWW. Candidate will be responsible for creating and executing all OSG content products distributed via these channels. Must be proficient in both PC and Mac versions of QuarkXpress, Illustrator, Acrobat, Common Ground or comparable applications. Proficiency in Word and Excel for Windows and DOS for the PC essential. Experience with HTML programming, WWW-server software and Netscape/Mosaic a must.

DIRECTOR OF PRODUCT MARKETING (PCW NEWSLETTERS)
The selected candidate will have full P & L responsibility for, and direct the sales of, the growing number of newsletters covering major operating systems, networks and groupware. Individual must have prior experience budgeting, forecasting, and managing both P & L and cash flow. He/she will have hands-on experience developing high quality direct-marketing materials. Prior experience directing major direct-marketing campaigns essential. Strong knowledge of Lotus 1-2-3 or Microsoft Excel required.

REGIONAL MANAGER / BOOKS DIVISION - 2 positions (IFTW)
The ideal candidate should have a proven track record selling to and maintaining book lines in individual stores and book store chains, preferably in the video/computer game marketplace. Individual must be able to develop and implement sales and marketing strategies that will yield solid revenue growth. Creative problem solving abilities necessary. National account experience selling books or entertainment software a plus. (Mid-west & Eastern region)

SYSTEMS SPECIALIST (IFTW)
The individual in this position will provide hardware and software support for 100+ work stations served from a Novell network. Responsibilities include equipment installation, upgrades, repair, maintenance, network administration and troubleshooting. Must be familiar with major business and publishing software applications, as well as Appleshare, System 7, DOS, Windows and Ethernet/IPX. Macintosh and Novell certification preferred. Excellent customer service skills essential.

IDG Job Opportunities Update

April 10, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	Associate Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	IS NETWORK Manager	Boston, MA	S. Brown	(508)935-4099
IDG	P/T Asst./Rsch Dept.	IDG Rsch. Serv., Fram. MA	D. Volpe	(508)935-4192
IDG	P/T Office Manager	IDG Rsch. Serv. Fram. MA	D. Volpe	(508)935-4192
IDG	Account Executive	IDG List Serv., Fram. MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/IPS	VP of Licensing (Exhibitions)	Boston, MA	D. Hill	(617)423-9030
IDG/CI	Receptionist	Irvine, CA	P. Fowler	(508)935-4796
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
Object World	Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	J. Dix	(508)875-6400
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)925-4192
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Features Editor	Framingham, MA	J. Dix	(508)875-6400
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst , Telecom	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Sales Assistant	Islelin, NJ	E. Martin	(508)935-4649
IDC	Group Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Systems Support Specialist	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Administrative Assistant, Publications / IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
IDC/G	Research Director	Falls Church, VA	E. Ouellette	(508)935-4605
FCW	Graphic / Production Artist	Falls Church, VA	T. Guest	(508)935-4766
IDG/User	Account Director (4)	NY/TX/CA/OH	M. Koethe	(508)935-4531
IDG/User	Research Director/ Transition Econ. Svc.	MA/VA	M. Koethe	(508)935-4531
IDG/User	Associate Analyst	Framingham, MA	E. Ouellette	(508)935-4605
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Copy Editor	Framingham, MA	A. McCrory	(508)879-0600
CWI	Editor, Electronic Services	Framingham, MA	S. Perry	(508)820-8160
CWI	Lotus Notes / Electronic Media Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Information Systems Support Specialist(2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWI	Senior Editor	Framingham, MA	B. Laberis	(508)620-7728
CW/RT	Telemarketing Respresentative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Editorial Events Administrator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Technical Analyst, Desktop Systems	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Sales Assistant	Framingham, MA	L. Schmid	(415)312-0669
IW	Sales Rep. - Demographic Editions	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

April 10, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Reporters / Senior Writers	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Director	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Assistant to Pre-Press Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Media / Archive Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Performance Testing Manager	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Product Manager	San Francisco, CA	N. Miller	(415)974-7338
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Circulation Promotion Mgr./Direct Mail	San Francisco, CA	E. Di Matteo	(415)978-3107
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Circulation Assistant	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Management Associate	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Performance Analyst	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior News Editor	San Francisco, CA	R. Glitman	(415)978-3195
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Product Mgr., PC World CD-ROM	San Francisco, CA	J. Epstein	(415)267-1772
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
PCW News	Circulation Marketing Analyst	Boston, MA	L. Connolly	(508)935-4791
PCW News	Fulfillment Manager	Boston, MA	L. Connolly	(508)935-4791
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	R. Valdez	(415)267-1707
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	R. Valdez	(415)267-1707
MAC	Administrative Assistant (2)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Regional Manager/Books Div. (2)	Mid-West /Eastern States	M. Crager	(415)286-2502
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512
IFTW	Customer Service Coordinator, Circ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Receptionist	San Mateo, CA	C. Yam	(415)349-4300
IFTW	Designer, GamePro (2)	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Assistant Production Manager	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Production / Designer (2)	San Mateo, CA	F. Mao	(415)286-2518
IFTW	Art Director, GamePro	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Regional Manager / GamePro	Chicago., IL	J. Rousseau	(415)286-2525
IFTW	Book Editor	San Mateo, CA	W. Knibbe	(415)286-2542
IFTW	Accounting Coordinator	San Mateo, CA	L. Rosenga	(415)286-2581
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

Object World's Turnout Reflects Series' Strength

Object World/Boston tallied record numbers in all categories last month as the series strengthened its position as the dominant event in the rapidly growing distributed applications market. Attendees numbered 3,850 (a 34% increase over '94); exhibitors 78 (up 28%) and conference attendees 678 (up 52%).

Now in its third year, Object World/Boston was sponsored and produced by IDG World Expo, the Object Management Group and Computerworld, Inc.

A new feature of the show was a daylong Executive Forum, "Software as a Corporate Asset." Industry leaders, economic analysts and other participants from around the globe discussed the technical, commercial and political issues surrounding software's resource and asset management and how they influence a mature, layered software industry.

FAYFOTO

COMPUTERWORLD PUBLISHER KEVIN McPHERSON PRESENTS A PRIZE TO ONE OF THE *winners of the 2nd Annual Computerworld Best New OT Products Awards. (left to right): McPherson, OMG President Bill Hoffman and NetLinks CEO/President Mark Roy.*

FCW

continued from page 1

TISARA INC.

FCW PRESIDENT AND PUBLISHER ***Edith Holmes*** *greets IDG Chairman* ***Pat McGovern,*** *who was among the more than 650 guests attending FCW's Federal 100 awards dinner.*

the event, including, for the first time, three members of Congress. *FCW* reaped more than $113,000 from corporate table sponsorships, double the '94 revenues.

"The Federal 100 reflects *FCW*'s growing stature in the market and the goodwill, confidence and trust our readers and advertisers place in products and our staff," said FCW President **Edie Holmes**.

"We owe this year's success to Marketing Sales Manager **Kay Murray**'s efforts in keeping expenses down while adding value to pricier table sponsorships," said Promotion Director **Lisa De Luca**. "She brought the event to a higher level and brought *FCW* to the forefront of the market."

ANATOMY OF A CORPORATE SPONSORSHIP PROGRAM

Revenue from corporate table sponsorship at the Federal 100 dinner reached an all-time high this year. Marketing Sales Manager Kay Murray launched an aggressive outreach effort aimed at prospective customers that included:

- **A mailing to last year's sponsors.**
- **Details about table sponsorship in *FCW*'s monthly marketing cover wrap.**
- **House ads one and two months before the event.**

A list of sponsors from previous years helped pique interest.

All of the publicity materials positioned the Federal 100 dinner as the "networking event of the year" for the federal computing market. Building on that prestigious reputation, *FCW* raised corporate sponsorships $700 over last year and didn't receive a single complaint.

Companies could sign on as patrons for $2,500 or as sponsors for $1,950. Tables were snapped up quickly thanks to a $200 discount for companies that joined before March 1. Patrons who bought a table for 10 were located closer to the front podium, and received a quarter-page ad in the awards program. Sponsors who bought a table for eight were simply listed in the program. Virtually all the table hosts exhibited at FOSE, and *FCW* sent an attractive floral arrangement to their booths along with a Federal 100 logo.

After the dinner, *FCW* sent patrons and sponsors a framed certificate and, in a house ad, thanked them individually for participating.

For more information on the corporate table program, contact Kay Murray at tel: 703-876-5114, fax: 703-876-5126.

NOTEWORTHY

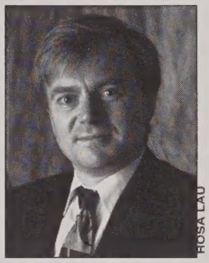
Colin Crawford to Lead Macworld Communications

Colin Crawford has been named president of Macworld Communications and publisher of *Macworld* magazine. He will retain the post of chief operating officer, one he has maintained since joining the company in January 1993.

"Colin Crawford has been instrumental in guiding *Macworld* through a period of stellar growth," said IDG Chairman **Pat McGovern**. "His passion, dedication and leadership have reaped rewards for readers, advertisers and *Macworld*'s staff, and Colin has demonstrated time and again that he has the experience, instincts and market savvy to advance *Macworld*'s lead in the market."

Prior to joining the publication, Colin served as managing director for Dennis Publishing, one of the U.K.'s largest independent computer publishers. He has a BA in accountancy with computers from the University of Kent at Canterbury.

Macworld has been voted "Best Computer Magazine" for four consecutive years by the Computer Press Association.


ROSA LAU

CRAWFORD

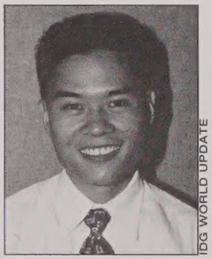
PROMOTIONS

Gene Gable, most recently associate publisher of *Publish*, has been named as the magazine's publisher. Gene joined *Publish* in 1992 and has served as associate editor, senior associate editor and editorial director. "Gene has made superb contributions to the magazine," said Integrated Media, Inc., President **Gordon Haight**. "Under his stewardship, the magazine has grown in prestige and scope. Gene's promotion is richly deserved."

IDG WORLD UPDATE

GABLE

Oliver Chin, previously a management associate at *PC World*, has moved on to *Multimedia World* as a marketing analyst. "Adding Oliver gives *Multimedia World*'s marketing department a marked increase in both analytical horsepower and creative bandwidth," said Marketing Director **Scott Laughlin**. "His blend of analytical and aesthetic talents will help us grow our knowledge of the multimedia market, improve on-going promotional efforts and increase the quality and quantity of sales materials."


IDG WORLD UPDATE

CHIN

NEW EMPLOYEES

InfoWorld has added two new employees to its roster. **Dawn Robinson** has joined the company as a receptionist and will oversee the reception desk and conference room scheduling. In her free time Dawn is an avid basketball player and is learning to boogeyboard.

Robyn Damiani is an account manager for the Mid-Atlantic region. Robyn earned an associate's degree from Bergen Community College and is currently pursuing a degree in communications from William Patterson College. She counts rollerblading, working out and reading among her favorite pursuits.

Previously assistant editor at *PC Magazine*, **Brad Grimes** has joined *PC World* as associate editor for reviews. Brad has a BA in English from Northwestern University and a master's in magazine publishing from Northwestern's Medill School of Journalism. While Brad is a self-described "Chicago-phile," he also enjoys tennis, golf and collecting Zuni fetishes.

Tracy Evers is an account director for IDG's User/Technology Investment Strategies Group, responsible for the Southeastern U.S. Tracy graduated from the University of Colorado/Boulder with a BA in economics and lists aerobics, tennis and reading among her favorite outside interests.

The IDG Corporate Human Resources Department welcomes **Liz Caruso** as a human resources coordinator. Liz previously worked in a similar capacity at BIS Strategic Decisions and Fidelity Investments. She has a BA in sociology from the University of Massachusetts/Amherst and enjoys music, reading and playing with her newly adopted greyhound, Shadow.

IDG WORLD UPDATE

CARUSO

Peter Bochner has signed on as managing editor for Computerworld Custom Publications. "This addition will bring the group to an even higher standard of quality and consistency as well as a real competitive advantage over other publishers' offerings in the market," said Publishing Services Director **Carolyn Novack**. Peter brings over 15 years experience in the publishing industry, most recently having served as managing editor for *Client/Server Computing*.

TRANSFERS

Stewart Deck, formerly marketing coordinator for PC World Newsletters, has joined *Computerworld* as a new products writer. Stewart has a BA in English from the University of Virginia and devotes his free time to cooking, baseball and searching for "authentic" barbeque.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Nancy Mallette - IDG

TWELVE YEARS
Penny Rigby - Integrated Media, Inc.

ELEVEN YEARS
Elisabeth Franconeri - IDG France
Edward Acly - IDC
Robert Callery - IDC

NINE YEARS
Bartolome Robles - IDG Venezuela
Maya Timmer - IDG Netherlands
Kazuhiko Kajihara - IDG Japan
David Bromley - PCW Newsletters

EIGHT YEARS
Serge Monmerque - IDG France
Mark Leary - IDC

SEVEN YEARS
Lotte Davidsen - IDG Denmark
Patricia Debiase - IDG
Richard Pastore - CIO
Crawford Delprete - IDC
Michael Welsh-Carroll - PC World

SIX YEARS
Sinencio Perez - IDG Venezuela
Erik Müller - IDG Denmark

FIVE YEARS
David Ludlum - LINK Resources
Anthony Picardi - IDC
Lawrence Neves - Infotainment World
Greg Mason - Multimedia World

FOUR YEARS
Norma Draper - IDC Government
Renee Amadio - IDC
Leslie Piper - PC World

THREE YEARS
Yuriko Tejima - IDG Japan
Ruth Sager - IDC
Christopher Willard - IDC

TWO YEARS
Ellen Fanning - Computerworld
Karin Sparr - IDG Sweden
Nathalie Mallet - IDG France
Linda Lawrence - Macworld
Drew Moore - IDG Books
Doreen Francy - IDC
Paul Johnston - IDC
Judith Hennebry - IDC
Chris Strodder - Infotainment World

ONE YEAR
Michael Simsic - IDG Books
Ann Peng - IDG Taiwan
Angela Hsien - IDG Taiwan
Diane Mehta - InfoWorld
Ian Corns - IDG France
Agnès Benoit-Gonin - IDC France
Dail Reid - Network World
Helen Saraceni - IDG Books
Greg Owensby - IDG Books
Cheryl Toffel - IDC
Lorraine Cosgrove - IDC
Ron Resnick - Infotainment World
Jill McWilliams - Infotainment World
Ed Chittenden - Advanced Systems

French Employees Mark a Decade

IDG CHAIRMAN PAT McGOVERN ESCORTED (FROM LEFT): AROMI RAJON, ***Pierre Berger*** *and* ***Alain Paccaganella*** *to lunch at a restaurant overlooking Notre Dame.*

Three IDG France employees recently dined at the famous Paris restaurant La Tour D'argent with **Pat McGovern** in honor of their 10th anniversaries with the company.

During her tenure with IDG France, **Aromi Rajon** has gained experience in several different departments as an office assistant, a secretary, and, since March 1990, as an assistant in the Advertising Department. In 1994 she began selling display ads and went 100% beyond her sales goals in the first year. Aromi and her husband Suresh, who is the network manager for IDG France, have a nine-year-old son, Dinesh. She enjoys traveling in her free time.

Pierre Berger has been with IDG France longer than any other journalist, having joined the company in September 1985 as senior editor of *Le Monde Informatique*, a position he still holds. Pierre has spent his career in IT journalism except for a brief job at an insurance firm. Before joining IDG he contributed to the launch of several computing publications including *Tests*, *Aig* and *Gie Informatique et Gestion*, and also created his own newspaper. A painter during his off-hours, Pierre and his wife have three children: Armand, 28, Sandrine, 26 and Cyril, 23.

Alain Paccagnella's first foray into the working world was as a hotelier, for which he earned a professional certificate. He joined IDG France as an office assistant and now is an assistant in the Circulation Department. His primary responsibilities are preparing advertising statistics, managing subscriptions and reviewing invoices. Alain's outside interests include soccer, fishing, skiing and tinkering with PCs. He and his wife are the parents of Julien, 6, and Anaïs, 3.

CELEBRATING 10

Robin Andreola

HOME: Ashland, Mass.

JOINED IDG: January 1985

CURRENT TITLE: Group Show Director, producing the ComNet and Information Superhighway conferences and expositions

BEST PART OF YOUR JOB: Working with very talented people who love their jobs.

DID YOU THINK YOU'D BE HERE 10 YEARS? No, but after a year, I knew it was my destiny — I caught the trade show bug!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The intensity, the challenges, the constant changes within the trade show industry, the people, and of course, ComNet.

INTERESTS OUTSIDE THE OFFICE: Boating, Newport, R.I., knitting, old movies and my dog, Precious.

WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE? Raise two wonderful, witty sons.

WORDS TO LIVE BY: "Good things come to those who wait."

ROBIN ANDREOLA RECENTLY JOINED IDG CHAIRMAN ***Pat McGovern*** *for dinner at Boston's Ritz-Carlton in honor of her 10 years of service with the company.*

WHAT'S THE LAST GOOD DEED YOU DID? Volunteered to help illiterate children learn to read.

MANAGER'S PROFILE: "Robin richly deserves the title, 'Ms. ComNet.' Her close affiliation with the expo and years of service in making ComNet one of the best positioned IT shows makes Robin essential in the transition of ComNet into its own IDG business unit."

- ***Kenneth Kaplan**, CEO, IDG World Expo*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 16

April 17, 1995

IDC AND IDG TEAM UP FOR FIRST MAJOR PC EVENT IN FRANCE
PAGE 2

IDG'S "BUYING IT IN THE '90s" STUDY TARGETS IMPORTANCE OF CORPORATE BRANDING
PAGE 6

IDG AUSTRALIA INTRODUCES INTERNET JOB BANK AND DAILY FAX PUBLICATION
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Publishing Institute Strengthens Understanding of Diverse Functions

For the eighth consecutive year, IDG's Publishing Institute brought together a diverse group of high-achieving managers for a week of intensive exploration of the various components of IDG's publishing process.

The 20 participants who gathered at the Wellesley, Mass., campus of Babson College late last month, represented all of IDG's U.S. publishing units as well as one overseas operation. A record number of 30 IDG executives — 19 of whom are graduates of the PI program themselves — served as speakers and discussion leaders during the week.

> *"I came away [from PI] with a deepened appreciation for the stability of IDG and an even greater confidence in the company's future. It was a phenomenal experience."*
>
> **Joel Decuester, InfoWorld**

"The presence of a strong array of business unit presidents and department heads continues to be the most critical aspect of the Publishing Institute's success," noted IDG Consultant Bob Miller, organizer of the PI. "Not only were students exposed to an in-depth look at how the various elements of IDG's publishing process link together conceptually, they also were exposed to the full range of styles and approaches through which IDG executives actually drive their organizations to success."

The week got under way with a personalized welcome to each participant from IDG Chairman **Pat McGovern**. During the next five days, the group focused on the full gamut of IDG's publishing activities, including a look at the role of the publisher, the relationship between editors and publishers, advertising sales, new product development, the role of research in the publishing process and how to build and maintain circulation, leadership practices that help and hinder success, and the financial management of IDG publications. An intensive case study exercise, based on an actual IDG publication, helped connect all of these elements.

One of the highlights of each PI program is a presentation led by **Walter Boyd**, recently retired president of IDG. His "IDG from the Beginning — A Personal Perspective" has always drawn rave reviews from PI participants because of the insights it provides into IDG's early, formative days, noted Miller.

"For me, the whole message of the week was a much firmer understanding of what IDG's culture is all about," noted InfoWorld Vice President/Associ-

•CONTINUED PAGE 4•

Network World Launches Record Issue

March 27 issue boasts 114.6 ad pages and new design

Editorial enhancements, a vibrant redesign and record ad pages converged in *Network World*'s March 27 issue.

Drawing on the pull of the NetWorld+Interop show, which took place in Las Vegas the same week, *Network World* hauled in 114.6 pages of ads, surpassing its previous high of 100.5 pages in May '94.

NetworkWorld
'Virtual' reality is sobering for switch users
Enterprise NetWare aired at Brainshare
Users are sold on doing business on the 'Net
IBM to deliver the lineup for SNMP networks

"The March 27 issue broke all previously established records for ROP, product classified, and recruitment advertising," said Vice President/Associate Publisher **Evilee Thibeault**.

In addition, our marketing department played a major role in developing unique and innovative Interop exposure packages featuring exclusive sponsorship of the VISITEL Network."

From its position of strength as the networking industry's fastest growing networking publication, *Network*

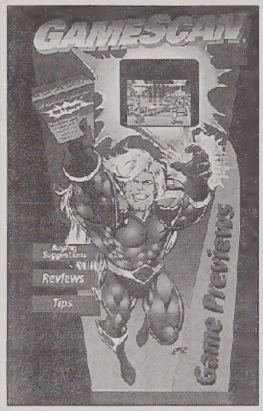
•CONTINUED PAGE 8•

IN BRIEF

IFTW Rolls Out GAMESCAN

GAMESCAN, an in-store, interactive preview kiosk for video game customers, is Infotainment World's latest foray into the over five billion dollar interactive entertainment software market. The product, the first of its kind available to retailers, is set to debut at the premiere of IFTW's Electronic Entertainment Expo (E3) next month.

"It is only the most innovative, visionary retailers who are likely to benefit from the market shifts that occur and the opportunities those shifts represent," said Infotainment World President **Patrick Ferrell**. "GAMESCAN provides retailers with a successful merchandising option."



GAMESCAN is manufactured by Telescan Systems, Inc., a Burlingame, Calif., company specializing in interactive merchandising tools for entertainment retailers. The display gives customers an opportunity to preview the latest electronic games with full motion video clips, cover art and ratings. GAMESCAN also boasts the highest quality editorial content with reviews and tips from *GamePro* magazine.

This venture represents IFTW's commitment to providing consumers and its vast readership with the information necessary to make confident software purchases.

The IDC/IDG French Connection

In a collaboration with Reed-Expositions France, IDG Communications France and IDC France have teamed up to introduce the PC Show, the country's first major personal computing event. The show is slated for Oct. 2-5 at the CNIT in Paris La Defense and will target the full range of professional PC users.

Through a series of workshops and tutorials, the PC Show will provide valuable information on emerging technologies, value-added services, training and choosing software packages, among other topics. The show aims to satisfy the needs of personal computer users from large corporations to distributors to free-lancers to small business owners.

A three-pronged conference program will offer opportunities for resellers, MIS managers, and students and human resources managers. The conference for students and HR managers will include a presentation on how the influence of PCs is changing job qualifications.

For more information contact ***Didier Krainc****, at IDG France, tel: 33 (1) 49 04 78 61; fax 33 (1) 49 04 78 04.*

IDG Taiwan Makes Splash at Windows Software Show

IDG
IDG TAIWAN

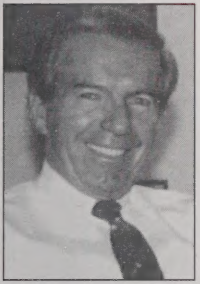
HELPING CUSTOMERS AT THE WINDOWS SOFTWARE AND *Networking Show held earlier this year in Tapei are (left)* ***Dean Yang****, PC World Taiwan technical editor, and* ***Li-Chin Yan****, Computerworld Taiwan technical editor.*

IDG Taiwan continues to adopt a high profile in the local market — most recently by hosting four booths at the Windows Software and Networking Show in Tapei. In addition to promoting the IDG Taiwan name, the company showed off its three publications: *Computerworld*, *PC World Taiwan* and *Windows World Monthly*. It also showcased its Windows Developer's Club. The club, which was launched by IDG Taiwan four months ago, is privately sponsored by Microsoft Taiwan. Club members pay IDG Taiwan approximately $75/year to join and receive *Window World Monthly*, Microsoft's *Developer Network News* monthly newsletter, discounted rates on various seminars throughout the year and discounts at contracted computer stores. "Our efforts were very successful," noted IDG Taiwan President **Jack Wang**. "We signed up 147 new club members and more than 50 new subscribers, resulting in close to $15,500 in revenue."

Lotus Notes Discounts Offered

IDG offices are entitled to discounts on Lotus Notes products through the Passport Program. Under this program, Notes (Core) is available for $285 per license with additional maintenance, which includes free upgrades for two years, at a cost of $108. Notes Desktop costs $165; two years of additional maintenance costs $63. Don't purchase the Notes Express version of the client — it will not allow you to read any IDG databases. Questions? Contact **Lisa Ryan** at IPS, tel: 617-423-9030.

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q We all hear about the escalating costs of launching a new publication as being one reason for relatively fewer launches and shorter payback periods. Why is it so much more expensive to launch a publication today than say, 10 or 15 years ago?

A Shorter payback periods are a reflection of greater risk. The greater risk reflects the substantial investment commitment required to launch with no guarantee of payback. Over the last 10 to 15 years the launch costs of a new publication have increased dramatically as the four major elements of cost — people, paper, postage, and printing — have increased at rates greater than that of inflation.

More important, in the IT market the subscriber base needed to field a competitive entry has increased almost tenfold due to the exponential increase in the number of users.

Because of the substantial investment and high risk, publishers are more prone to quickly kill a publication today than several years ago. We saw Ziff Communications kill *Corporate Computing* less than 12 months after it was launched and reportedly having invested more than $35 million in the publication.

In a previous column you mentioned legal restrictions that mandate a maximum ad/edit ratio. What sort of restrictions are there?

The restrictions, which vary by country, are typically applied by the postal system. For instance, in the U.S. most publications are mailed at second-class rates, a preferential rate. However, a controlled circulation publication can never exceed 75% advertising or they lose the second-class rate for that issue. A paid publication cannot exceed 75% advertising on average for a 12-month period.

New rules have been proposed in the U.S. which would drop the 75% to 70% on both controlled and paid circulation publications. As you might expect, publishing associations are vigorously fighting these proposed new rules.

In terms of optimum ratios, we look for a range of 65%-70% advertising in our weekly publications, allowing that the percentage will go higher during show periods such as Comdex. On monthly publications we look for a minimum of 50% with the optimum being in the 60% plus range.

As I recall, 1993 was dubbed the Year of the Yield, and in 1994 business units were encouraged to focus on ad/edit ratios. Is there a similar theme for FY95?

With the success we experienced in profitability as a result of the Year of the Yield theme, we decided that rather than adopt a new theme for FY95 we would designate the 1990s as the Decade of the Yield. Clearly, improving yield is the single most important factor in improving profitability since any increase in yield drops right to the bottom line.

Are you involved in the annual finance function meetings? What takes place at those sessions?

I fully expect to participate in the annual finance function meetings. The finance meetings are held to update all of the business unit financial people on changes taking place, particularly in accounting, MIS, taxes, credit and collections, etc. They also provide a forum for discussion on problem areas as well as an opportunity to share "best practices."

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

PUBLISHING INSTITUTE

continued from page 1

THE CLASS OF '95. (FRONT ROW, L-R): JOANNE CONNELLY, FEDERAL COMPUTER *Week;* ***Liz Gulla****, IDG Corporate Finance;* ***Karen Bluestein****, IDG Books;* ***Amy Hanania****, corporate credit;* ***Cynthia Koral****, Macworld; (back row, l-r):* ***MaryAnn Tennant****, IT Media (South Africa);* ***Phil Lemmons****, PC World;* ***Charlotte Ziems****, InfoWorld;* ***Joel Decuester****, InfoWorld;* ***Bill Reinstein****, Network World;* ***John Dix****, Network World;* ***Peter Karnig****, Digital Video;* ***Russ Glitman****, PC World;* ***Elaine Ouelette****, Corporate Human Resources;* ***John Carpenter****, Computerworld Database Division;* ***Tom D'Auria****, IDG World Expo;* ***Stephen Daniels****, Macworld;* ***John Whitmarsh****, CIO;* ***John Corrigan****, Computerworld.*

IDG WORLD UPDATE

ate Publisher **Joel Decuester**. "Walter [Boyd] provided a fascinating glimpse into the company's beginnings that really helped explain why we behave the way we do. I came away with a deepened appreciation for the stability of IDG and an even greater confidence in the company's future. It was a phenomenal experience."

While the goals of the PI remain constant from year to year, the curriculum is constantly evolving to reflect IDG's current business environment. Several months prior to the program, business unit presidents and earlier PI graduates are polled for suggested modifications to the curriculum. Enhancements to this year's program included:

- A discussion of major trends in the computer industry by *Computerworld* Editor **Paul Gillin**.
- An interview with IDG VP/Technology **Bob Metcalfe**, conducted by Gillin, regarding his background and priorities as an industry leader.
- A presentation on the evolving role of the marketing function by Network World Vice President/Associate Publisher **Evilee Thibeault**.
- A presentation on IDG Marketing Services by Vice President/National Accounts **Mike Rogers**.
- A look at FY94 results, FY95 projections and the IDG financial management process by Chief Operating Officer **Jim Casella** and President **Kelly Conlin**.
- A presentation on how online and CD-ROM technologies are significantly impacting the publishing industry by **Jon Epstein**, president of PC World New Media, and **Tom Geweke**, PCW director/online marketing.

In addition, a number of repeat speakers moved to new content areas, such as FCW President and Publisher **Edie Holmes**, CIO President **Joe Levy** and Network World President **Colin Ungaro** who addressed the topic of "The Publisher's Role," and Computerworld President/CEO **Gary Beach** and **Dale Strang**, president of TechMedia Publishing, who discussed ad sales management.

"This was probably the most valuable

CHARACTERISTICS OF A HIGH-PERFORMING TEAM LEADER

A primary goal of the Publishing Institute is to increase participants' awareness of the leadership challenges involved in managing the publishing process. Successful leaders, regardless of the business or industry, share certain key characteristics, according to IDG Consultant Bob Miller, organizer of IDG's PI.

An effective leader:

1. **Communicates a shared vision and goal; provides the unifying mission for the entire organization.**
2. **Transmits values through behavior; "walks the talk." His/her actions reinforce values that are important.**
3. **Is decisive; uses authority well; provides support and encouragement as well as direction throughout the organization.**
4. **Values teamwork; listens even when uncomfortable; knows that two opinions on an issue doesn't mean that one of them has to be wrong.**
5. **Evidences confidence in subordinates; delegates accurately; sets tough performance standards but does not micro-manage.**
6. **Is self-assured; manages and recruits strong people; provides performance feedback in a balanced manner; builds an effective work force.**
7. **Is a cheerleader, a motivator who works hard at getting people to want to contribute their best; consistently upbeat.**
8. **Is hardworking and balanced; viewed as a strong and effective contributor to the overall success of the institution.**
9. **Generates respect and trust from the organization by evidencing respect and credibility to people at all levels.**
10. **Influences and then meets or exceeds the expectations of superiors with regard to financial performance.**

VARIETY OF FACTORS WILL FUEL CHANGES IN THE COMPUTER INDUSTRY

Computerworld Editor Paul Gillin offered Publishing Institute participants his views, summarized below, on the top 10 trends affecting the computer industry.

1. RELENTLESS IMPROVEMENTS IN HARDWARE PRICE/PERFORMANCE
The computing hardware price/performance continues to double every 18 months. Computer hardware is now so affordable that the cost of additional MIPS is not a serious factor in business buying decisions. As a result, computers will move into many new areas of the office and home where cost had once made them prohibitive. Software will grow larger and more functional as vendors anticipate that galloping price/performance improvements will compensate for software performance shortcomings.

2. VAST EXPANSION OF THE USER BASE
Computers are much less scary to use than they used to be. That, combined with falling prices, will greatly expand the user base in the home and office over the next several years. Expect many new applications of computers to emerge, particularly as information intensive organizations like publishers and educational institutions find new ways to leverage their existing resources.

3. IMPROVEMENTS IN USER INTERFACES
Ease-of-use improvements inspired by video games and more sophisticated usability research will contribute greatly to the creation of mass markets for computers. Work in voice and handwriting recognition, as well as more sophisticated point-and-click interfaces, will be intense through the rest of this decade.

4. THE INTERNET
The Internet is the most important social dynamic driving the industry today — it will change the way people work, relax and learn. It will create new types of organizations and transform the worlds of business and politics. And it may eliminate the need for whole classes of industries that basically act as middlemen between suppliers and consumers.

5. DIGITIZATION
The large-scale shift from analog to digital formats will remove the limitations of space and time from information transmission. We will increasingly take it for granted that any information can be obtained within a few seconds if we simply know where it is.

6. TELECOMMUNICATIONS DEREGULATION
It's going to be chaotic in telecommunications for the next several years as competitive barriers drop and new players — from railroads to utilities — enter the market. Shakeout is inevitable, but in the meantime, business and consumers will enjoy much greater speeds, a lot of new services and rapid price declines.

7. OBJECT ORIENTATION
While hardware price/performance improves by geometric factors, software developers still work much the same way they did 30 years ago. Object orientation will change all that, allowing code to be used again and again. Software will become more modular and disposable. Big productivity gains will be realized after the current standards mess is sorted out.

8. MIGRATION TO NEW ARCHITECTURES
The downside of new technology is the often painful process of getting there from here. Migration issues will become even more important as the installed base gets bigger and the shift to new technologies becomes more complex. The PC side of the industry still doesn't understand this very well, yet migration issues will be a powerful market force in the future, inhibiting radical new technologies and favoring staged improvements to tried-and-true products.

9. BUSINESS RESTRUCTURING
Industry is undergoing a profound structural change, with jobs shifting out of manufacturing and into "knowledge" categories. Flattened bureaucracies and globalization will favor technologies that allow people to work better in small, occasionally connected groups.

10. MICROSOFT'S RISE TO DOMINANCE
Microsoft has only become the 800-pound gorilla of the computer industry in the last three years. Its impact will be profound as it consolidates its hold. Where Microsoft goes, the rest of the industry will follow. But Microsoft is no circa-1985 IBM. There will still be plenty of opportunity left in software areas in which Microsoft has been unsuccessful (networks, home and small business software) or with which it doesn't bother (wide-area networks, PC hardware).

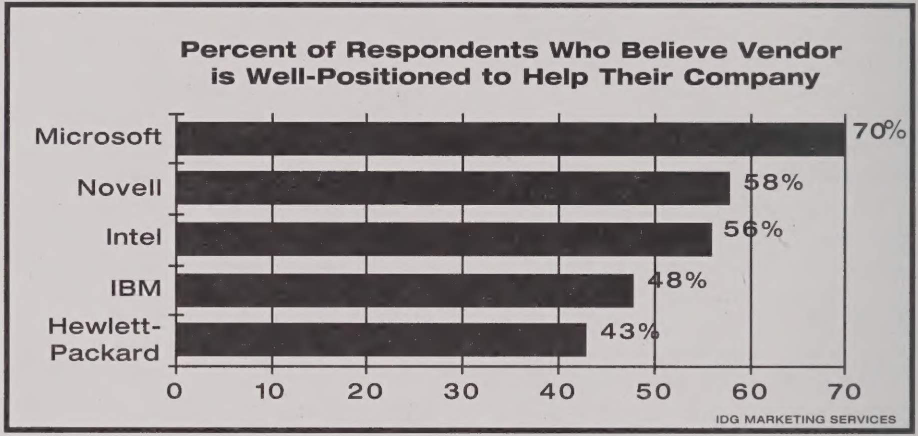
training experience I've had — not just at IDG — but in my professional career," observed *FCW* Managing Editor **Joanne Connelly**. "It forces you out of your daily routine and provides you with an opportunity to confront the big publishing picture."

"The participants experienced over and over again the need for effective decision making and problem solving in the real world of IDG," said Miller. "They also developed an appreciation of the company's culture and its roots and the strategic relationship between the company's key functional areas. In short, another well-energized, publishing-savvy, IDG-centric PI class has been launched!"

"The Publishing Institute reflects IDG's corporate value of investing in IDG people through training," noted Pat McGovern. "Each new class adds to the skills and capability available throughout IDG to help continue IDG's world-class success story."

IDG Study Targets Importance of Corporate Branding

Second half of Wave V of Marketing Services' "Buying IT in the '90s" study finds vendor relationships in flux



The newest research from IDG Marketing Services casts Microsoft and Novell in leading roles on the shifting stage of enterprise computing as we approach the 21st century.

The second phase of Wave V of "Buying IT in the '90s," the company's decade-long investigation into the forces that influence technology purchases, is now complete. "Brand Power in Enterprise Computing" is designed to help computer vendors better position their companies and products by identifying the key criteria users employ in selecting suppliers.

Sponsored by IMS and conducted by Griggs-Anderson Research of Portland, Ore., the study analyzed the responses of 532 IS professionals and non-IS managers regarding their perceptions of 15 leading corporate brands. Among the study's most significant findings:

- **Strategic vendor relationships are in flux.** IBM received the highest number of mentions (30%) as the company respondents named as their most strategic vendor today. Asked which vendors they expect to be well positioned to help them three years down the road, 70% of respondents named Microsoft and 57% identified Novell, ranking them at the top of the 15 companies measured.
- **The client/server model is here to stay.** Ninety-six percent of those surveyed reported that they are selectively, aggressively or completely pursuing the architecture.
- **Brand is built on more than strong products.** Respondents were asked to score vendors on 11 characteristics; five key attributes emerged as the most significant predictors of how well a company is positioned: 1. Market leadership; 2. Technology solves problems; 3. Shared technology vision; 4. Like to do business with; 5. Easy multivendor integration.

"These results show that enterprise computing vendors need to provide more than fully featured, state-of-the-art technology to build a powerful brand with buyers," said **Scott Kleinman**, IMS director of strategic research. "These vendors need to communicate — and demonstrate — that their offerings work effectively in a multivendor environment; their products meet the customer's business needs; they share the customer's vision of the future of enterprise computing; and they have the strength, commitment and staying power of a market leader."

According to IMS Director of Marketing **Chris McAndrews**, the IT buying process is complex and collaborative. "The Buying IT in the '90s" research series is respected among IDG's customers as a highly credible source of comprehensive information on the buying process for information technology products. By packaging research findings into targeted, customer-specific presentations, IMS uses the research to increase our account penetration, strengthen relationships with key customers and reinforce IDG's reputation for 'thought leadership' on the subject of IT marketing," McAndrews noted.

The research has also strengthened IDG's hand in selling its publications to customers. "A major finding from "Buying IT in the '90s" has been the collaborative nature of the buying process — that both IS professionals and non-IS managers are key players in the purchase of IT products," said Marketing Services President **Peter Horan**. "As such, the research links nicely to the positioning of the IDG family of publications, which offers unparalleled access to each of the major groups of buyers involved in the purchase process."

Companies included in the study are: Apple, AT&T, Computer Associates, Compaq, Digital Equipment, EDS, Hewlett-Packard, IBM, Intel, Lotus, Microsoft, Novell, Oracle, Sun and Sybase.

IDG employees interested in receiving an executive summary or final report of the research may contact **Renee Capri** at 415-676-3030. Questions about the research may be directed to Scott Kleinman at 415-676-3021.

PRIOR STUDIES AVAILABLE

Buying IT in the '90s is the most comprehensive research ever undertaken on the buying process for computer products. Sponsored by IDG Marketing Services, the series was launched in 1991 and will continue through the decade. To date, the following studies have been completed:

- **Wave I and Wave II: "The People, the Patterns and the Purchase"**
- **Wave III: "The Channels"**
- **Wave IV: "How to Target: Profit-Based Segmentation"**
- **Wave V/Desktop: "Buyers and Your Brand"**
- **Wave V/Enterprise: "Brand Power in Enterprise Computing"**

Anyone who would like copies of these earlier studies may contact Renee Capri at 415-676-3030.

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Monday April 17, 1995

DIRECTOR, ONLINE BUSINESS DEVELOPMENT (IDG/CSC)
The Director, Online Business Development will be the catalyst for helping IDG's most strategic clients integrate our online capabilities into their marketing mix. Ideal candidate will coordinate their efforts with IDG Marketing Services, IDG publications and other business units. A high degree of creativity, independence and initiative are essential. A minimum of 10 years experience developing advertising and marketing programs for technology products is required. Experience with online products, services and marketing essential.

NEWS EDITOR (NW)
Network World is looking for an experienced editor to oversee its growing news staff. Individual will be responsible for ensuring that the publication is the industry leader in providing news and analysis about the network industry. Strong organizational skills, a competitive spirit and a proven track record in editing required. Management skills necessary.

CLIENT SERVICES ASSOCIATE, IRS (IDC)
The Client Services Associate responsibilities are twofold: 1.) primary account management for a segment of the total clientbase through inquiry support: project management and client contract/relationship management. 2.) research and writing: standard written research deliverables in the form of vendor specific profiles and a custom quarterly vendor earnings review; project intensive work as required by clients.

RECEPTIONIST (IDC)
The individual in this position will provide general administrative support. Duties will include directing telephone calls and distributing all incoming and outgoing mail. Macintosh skills a plus. (Position is located in Mt. View)

DISTRICT SALES MANAGER (CWI)
The selected candidate will be responsible for prospecting and maintaining advertising accounts for Computerworld in Northern California. Excellent communication and presentation skills are necessary. Computer literacy essential. A minimum of 5 years selling experience and knowledge of the computer industry required.

MANUFACTURING MANAGER (IDG/B)
The individual in this position will purchase and schedule all book titles, provide costs and quotations to Finance and Sales, negotiate, manage and evaluate all existing and new manufacturing vendor relationships, materials and processes. Candidate will also be responsible for paper purchases and inventories. Duties will include managing the prepress and printing of the covers and selecting cover printers. A minimum of 3 years experience required. College degree preferred.

SOFTWARE & SYSTEMS DEVELOPMENT DIRECTOR (PCW)
The selected candidate will be responsible for designing, implementing and managing an operation environment, systems analysis and design, applications software, and development strategy for PC World Communications, Inc. A minimum of 7 years experience in systems programming, analysis and design including several years of project level management and implementation experience is required. Strong knowledge of general business applications and communications software essential. BS degree in Computer Science or equivalent systems design and programming experience necessary.

HARDWARE & NETWORK SYSTEMS DIRECTOR (PCW)
The individual in this position will be responsible for designing, implementing and managing a Novell networking and information processing equipment strategy for PC World Communication, Inc. A minimum of 7 years experience installing, managing and troubleshooting computer hardware and peripheral necessary. Solid familiarity and advanced technical training in networking and protocols, especially Novell networks essential. BS in Computer Science or equivalent experience required. Prior staff and financial management experience a plus.

TEST CENTER COORDINATOR (PCW)
The selected candidate will be responsible for tracking and troubleshooting all inventory, including products on evaluation loans. Duties will include executing PC hardware tests and reporting results, working with editors, other test center personnel and vendors in coordinating product loans and verifying technical details. Individual will also provide administrative assistance as needed.

PUBLISHER (E2) (IFTW)
Ideal candidate will be responsible for directing the growth and development of Electronic Entertainment magazine. Responsibilities will include overall editorial and circulation strategies and policies, advertising sales, and ad marketing for the publication. Exceptional leadership, financial management and multidisciplinary publishing experience required, preferably in the electronic entertainment consumer market. Contacts in the multimedia industry desired.

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/RTI/CWDD	Susan Perry	(508)820-8160
	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services	Mary Cornetta-Brown	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
	Elizabeth Martin	(508)935-4649
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC/IMS	Piper Fowler	(508)935-4796
FCW/IDG User Research	Michele Koethe	(508)935-4531
	Theodora Guest	(508)935-4766
WEC	Patty Reilly-Lemire	(508)820-8919
	Theodora Guest	(508)935-4766
CD Solutions, Inc.	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
IDG Peterborough	Kristen Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
	Marisa Chow	(415)978-3272
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Pat Levenduski	(415)312-0622
	Jamie Maroney	(317)895-5222
	Pam Shelley	(317)895-5259

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director, Online Business Development	East/West Coast	M. Neece	(508)935-4149
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	Associate Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG	Payroll / Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	IS NETWORK Manager	Boston, MA	S. Brown	(508)935-4099
IDG	P/T Asst./Rsch Dept.	IDG Rsch. Serv., Fram. MA	D. Volpe	(508)935-4192
IDG	P/T Office Manager	IDG Rsch. Serv. Fram. MA	D. Volpe	(508)935-4192
IDG	Account Executive	IDG List Serv., Fram. MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Systems Analyst / Network Administrator	Boston, MA	S. Brown	(508)935-4099
IDG/IPS	VP of Licensing (Exhibitions)	Boston, MA	D. Hill	(617)423-9030
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
Object World	Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)925-4192
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Receptionist	Mt. View, CA	E. Martin	(508)935-4649
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst , Telecom	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	Group Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Systems Support Specialist	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Administrative Assistant, Publications / IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Leasing Planning Serv.	Framingham, MA	D. Miller	(508)935-4133
FCW	Graphic / Production Artist	Falls Church, VA	T. Guest	(508)935-4766
IDG/User	Account Director (4)	NY/TX/CA/OH	M. Koethe	(508)935-4531
IDG/User	Research Director/ Transition Econ. Svc.	MA/VA	M. Koethe	(508)935-4531
IDG/User	Associate Analyst	Framingham, MA	M. Koethe	(508)935-4531
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Copy Editor	Framingham, MA	A. McCrory	(508)879-0700
CWI	Editor, Electronic Services	Framingham, MA	S. Perry	(508)820-8160
CWI	Lotus Notes / Electronic Media Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Information Systems Support Specialist(2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CW/RT	Telemarketing Respresentative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Editorial Events Administrator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Technical Analyst, Desktop Systems	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Sales Assistant	Framingham, MA	L. Schmid	(415)312-0669
IW	Sales Rep. - Demographic Editions	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Operations Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Reporters / Senior Writers	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

April 17, 1995

Division	**Title**	**Location**	**Contact Mgr.**	**Phone**
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Director	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Assistant to Pre-Press Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Media / Archive Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Manager, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Hardware & Network Systems Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Test Center Coordinator	San Francisco, CA	U. Diehlman	(415)267-7429
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Performance Testing Manager	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Product Manager	San Francisco, CA	N. Miller	(415)974-7338
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Circulation Promotion Mgr./Direct Mail	San Francisco, CA	E. Di Matteo	(415)978-3107
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Circulation Assistant	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
PCW News	Circulation Marketing Analyst	Boston, MA	L. Connolly	(508)935-4791
PCW News	Fulfillment Manager	Boston, MA	L. Connolly	(508)935-4791
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	R. Valdez	(415)267-1707
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	R. Valdez	(415)267-1707
MAC	Administrative Assistant (2)	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512
IFTW	Customer Service Coordinator, Circ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Receptionist	San Mateo, CA	C. Yam	(415)349-4300
IFTW	Regional Manager / GamePro	Chicago., IL	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

IDG Australia Offers Online Job Bank, Daily Fax Service

Being the leading provider of IT information in the local market has not prevented IDG Australia from focusing on new ways to satisfy its readers' needs for up-to-the-minute IT information. Two of its latest offerings: an online job resource bank and a new daily publication.

If you're an IT professional looking for work in Australia, an Internet connection is all you need to take your job search online. Computerworld Jobs Today advertises job opportunities on the Internet via the World Wide Web.

> *If you're an IT professional looking for work in Australia, an Internet connection is all you need to take your job search online.*

All recruitment advertising running in *Australian Computerworld* is put online and each listing remains available via the Internet for seven days. Job listings are updated on a daily basis, just hours after *Computerworld* receives them. There is no additional charge to advertisers or readers for this service.

"Computerworld Jobs Today gives *Computerworld* readers and IT personnel the edge necessary to compete in today's aggressive market and provides advertisers with a valuable tool to reach the estimated 700,000 Internet users in Australia," said **Don Kennedy**, IDG Australia's managing director.

Job seekers connect to the Internet via their normal Internet service provider, go to the World Wide Web address http://www.idg.com.au/idg/ and select the Computerworld Jobs Today icon. The service can also be accessed at http://geko.com.au/idg/.

Daily fax service focuses on local, global IT issues

IDG Australia is also about to complete its beta-test of its newest launch, *Computerworld Today*, a daily fax service providing local and global IT news.

In February, IDG Australia began faxing the newsletter free to all its advertisers and promoted an "early bird" subscription offer for others who wanted the service. Charter subscribers receive *CW Today* at a special price of AUS$50 for their first eight weeks and are eligible for a 30% discount on a year's subscription, which is expected to be about AUS$500.

Glen Myles, executive assistant to Kennedy, serves as *CW Today* editor, and **Angela Prodromou**, is the publication's reporter. "Initial response to the daily service has been very positive throughout the industry; however, the real test will come when we convert people over to paid subscriptions," Myles said. IDG Australia expects to have *CW Today* online, via the Internet, within the next month.

For more information on either project contact Glen Myles at IDG Australia, tel: 61-2-439-5133; fax: 61-2-906-4684.

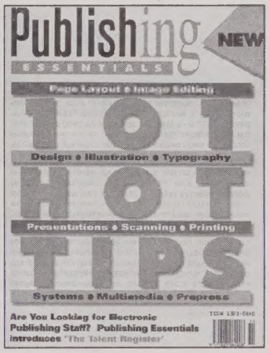
Publishing Essentials Debuts Down Under

Electronic publishing professionals in Australia now have a local edition of *Publish* at their fingertips. IDG's new licensee, DWR Publishing, began *Publishing Essentials* in February and announced its profitability from day one.

The magazine has a print run of 20,000, with 6,000 on the newsstands and the remainder mailed to people who have purchased professional electronic publishing products or services such as Photoshop, Illustrator, PageMaker or high-end Agfa products in the past year. Approximately 70% of editorial is from *Publish* U.S. *Publishing Essentials* debuted as a bimonthly, but plans are to soon increase the frequency to 11 issues a year.

"The response from advertisers has been excellent, with advertising revenue increasing for our second issue, and we anticipate a bumper issue in June," said Publisher **David Richards**, who also operates his own advertising and public relations firm. *Publishing Essentials* has already exceeded its target of 400 subscriptions, which represents a respectable 3% response to the initial mailing.

Although the competition relies on discounting advertising, *Publishing Essentials* took a risk by not taking this approach, and the strategy has paid off. According to Richards, "we have attracted brand advertisers at excellent rates while discounting only to retailers who advertise in a set section [at the back of the book] at 50% of the normal rate."


Publishing
ESSENTIALS
NEW
Page Layout • Image Editing
101
Design • Illustration • Typography
HOT
Presentations • Scanning • Printing
TIPS
Systems • Multimedia • Prepress
Are You Looking for Electronic Publishing Staff? Publishing Essentials introduces 'The Talent Register'

Talent Register aids job seekers

A new section, "The Talent Register," has been enthusiastically embraced by both readers and advertisers. The Register serves as a marketplace for graphics and production professionals who are job hunting, as well as for small companies that offer contract services but find advertising costly. These individuals and small companies simply fill in and fax a resume form to *Publishing Essentials* to register free of charge. Each issue will include two pages of select talent, with a paragraph on each person's qualifications.

To access these people and services, potential employers will dial a Talent Register hotline, quote a reference number from the advertisement, and *Publishing Essentials* will given them contact information for four people who can supply the services the company needs. If someone is hired via the Register, the employer will pay a fee of AUS$1,000 for a full-time employee or AUS$150 for one week of part-time help.

TRAVEL UPDATE

Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be reached at tel.: 508-935-4093 or BusinessTalk address: L.Pomella.*

Thomas Cook Travel representatives can be contacted at tel: 508-935-4432 (East Coast) or 415-267-1740 (West Coast).

ADDITIONAL HOTELS ADDED TO IDG NEGOTIATED HOTEL PROGRAM

The Hotel Macklowe is an elegant hotel located in the heart of New York City's theater and business district. The hotel has over 630 customed-designed guest rooms and suites with architecture and decor reminiscent of the 1930s. Each room is equipped with dual-line speaker phones and voice mail.

The hotel is a self-contained facility with conference center, theater complex and stylish, informal restaurant. Hotel amenities include complimentary use of the fitness center, complimentary transportation to Wall Street, complimentary upgrade when available, and monogrammed bathrobe after 25 visits.

IDG's negotiated rate: $179/single occupancy; $199/double occupancy.

The Four Seasons Boston is the only AAA five diamond hotel in New England. Located on Boylston Street overlooking Boston's Public Gardens, the hotel is adjacent to the city's business and financial districts. The hotel offers with over 288 guest rooms, 68 executive suites, two restaurants and a health club that features an indoor pool, whirlpool, sauna, exercise room and massage.

Included in IDG's rate is complimentary town car service, use of the spa and health club, coffee and refreshments and shoe shine. And for the frequent guest — complimentary storage of personal items until the next visit.

IDG's negotiated rate: $235 superior king room, single/double occupancy; $265 deluxe king room, single/double occupancy.

The Ritz Carlton San Francisco is situated on top of Nob Hill, within walking distance of Union Square and Chinatown, and just minutes from Fisherman's Wharf via the California Street cable car line. The 336 guest rooms include 42 suites and 47 Club rooms. Club room rates include private key access, personal concierge staff, in-room fax machines and a private lounge with food and beverage offerings.

The hotel boasts two lounges, two restaurants and a complete fitness center with indoor lap pool, steam room, sauna, whirlpool and exercise facilities. Included in IDG's negotiated rates are complimentary use of the fitness center, complimentary transportation to the financial district and Union Square, complimentary daily paper, shoe shine and priority room availability during sold-out periods.

IDG's negotiated rate: $195 for a deluxe room, single/double occupancy; $245 for a Club room, single/double occupancy. This is over a $100 savings off the published room rates.

DELTA DISCOUNTS

Effective immediately, IDG corporate travelers are entitled to a $240 roundtrip fare between Boston's Logan and New York's LaGuardia airports and a $240 roundtrip fare between LaGuardia and Washington, D.C's National Airport on board Delta Air Lines. This rate represents a $60 savings per roundtrip fare and will replace the bulk ticket agreement we formerly had with USAir.

All tickets require reservations in the name of the person traveling. Contrary to USAir's bulk ticket deal, Delta's tickets allow for frequent flyer mileage accrual and are valid on Delta only.

AVIS PREFERRED RENTER STATUS APPLICATIONS AVAILABLE TO ALL NORTH AMERICAN TRAVELERS

IDG's preferred car rental company is Avis, and IDG's corporate rate and individual city surcharges are listed in the new Corporate Travel Policy. For a limited time Avis is offering IDG travelers free membership in the Preferred Renters Program.

The program offers accelerated service at over 250 locations in North America and 650 locations around the world. As a member, your car would be parked directly outside the airport terminal door. When you arrive at your destination you simply stop at the Preferred Service counter and show your driver's license.

At airports where the Avis facility is not located at the main terminal, a courtesy bus will take you to your car. Your rental agreement and keys will be inside the vehicle. Simply show your license and rental agreement to the attendant as you leave the parking lot.

Advanced reservations are required. Preferred Renter Program applications are available at IDG's Thomas Cook travel offices in Framingham and San Francisco.

NETWORK WORLD

continued from page 1

World decided to expand its service to readers and make the publication easier to navigate. According to Senior Vice President/Editor-in-Chief **John Gallant**, there'll be a greater emphasis on professional development, management strategies and helping readers keep up with rapid shifts in technology.

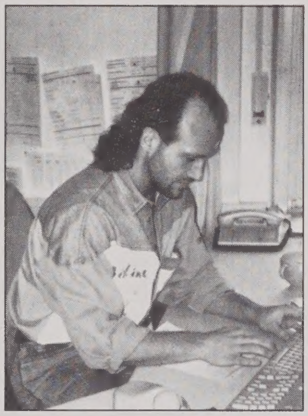
"True editorial differentiation lies in meeting the needs of your target audience better than anyone else can," Gallant said. "This expanded portfolio of editorial sections, along with the new look of the publication, puts us far from the pack of competitors and network wannabes."

The new design elements developed by Art Director **Rob Stave** and his staff include noncondensed typefaces to make the copy easier to read. The expanded table of contents as well as the section titles are color-coded to help readers navigate the pages. Business briefs in key sections have been added to spotlight industry news. Graphics and logos have a new look, and the lightning bolt "z" motif has been retired.

Although these and other changes have been incorporated, Gallant's editorial assured readers of one constant: *Network World*'s continuing commitment to help network professionals get the job done. 🖳

CELEBRATING 10

Stefan Liba



HOME: Munich, Germany

JOINED IDG: May 1984 as a typesetter.

CURRENT TITLE: Manager of desktop publishing and administration.

BEST PART OF YOUR JOB: Having nice colleagues.

LATEST ACCOMPLISHMENT: Producing the March 1995 issue of *PC Welt* (430 pages).

CAREER HIGHLIGHT: Meeting Pat McGovern at the 10th anniversary dinner.

MOST UNUSUAL THING THAT'S HAPPENED TO YOU AT WORK: Filling out this questionnaire.

OUTSIDE INTERESTS: Music, maintaining a saltwater aquarium and reading horror books (like the QuarkXPress manual).

MOST REWARDING THING YOU'VE EVER DONE: Saved a man from drowning in a swimming pool.

DREAM DESTINATION: The United States (Kentucky) and the Dominican Republic.

WORDS TO LIVE BY: "Don't ask others to do more than you yourself are willing to give."

FANTASY JOB: Being a farmer.

MANAGER'S PROFILE: "Stefan and his staff handle an incredible volume of work. His dedication to doing high quality and timely production has helped make *PC Welt* the success it is. He helps improve the quality of *PC Welt* from month to month."

- ***York von Heimburg**, publisher, IDG Magazines*

Siggi Pöschel

HOME: Munich, Germany

JOINED IDG: February 1984 as an assistant to the editor.

CURRENT TITLE: Editorial assistant for *Macwelt.*

LATEST ACCOMPLISHMENTS: Taking an Excel workshop and learning how to ski.

MOST UNUSUAL THING THAT'S HAPPENED TO YOU AT WORK: One day I wished a colleague all the best for her birthday. When she heard that, she ran over to the kitchen and cracked a raw egg over her head. She said her birthday was one day later and she had to do that to avoid bad luck!

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? Participating in helping create and build up new magazines.

OUTSIDE INTERESTS:: My family, reading, skiing, dining out.

MOST REWARDING THING YOU'VE EVER DONE: Being the "mother" to all the editors here and giving birth to my own daughter.

DREAM DESTINATION: Living in my own house in Mallorca, Spain.

WORDS TO LIVE BY: "Treat everyone the way you want to be treated yourself."

FANTASY JOB: Raising dogs.

MANAGER'S PROFILE: "Apart from her professionalism and her commitment to being the editorial assistant for *Macwelt*, Siggi is a person who creates a positive atmosphere in the office through her personality, friendliness and optimism. For the answer to almost any kind of problem, ask Siggi!

- ***Stephan Scherzer**, editor-in-chief, Macwelt*

NOTEWORTHY

PROMOTIONS

IDG WORLD UPDATE

VANEK

Agnes Vanek, circulation director since Jan. '93, has been promoted to director of circulation and production for FCW Group. Since she joined *FCW*, circulation has grown 10% to 68,025, and the quality of *FCW*'s list is reflected in robust list sales for FY95. "Agnes has done an excellent job of managing circulation," said **Edith Holmes**, president and publisher of FCW Group/*Federal Computer Week*. "In her new role, Agnes joins **Susan Miller**, *FCW* production manager, to form a strong production team that will permit FCW Group to grow its product line."

KELLY LYNCH

KLINGEL

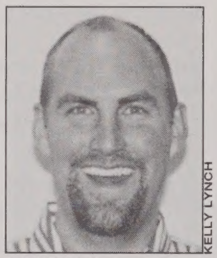
Holly Klingel, formerly circulation director, has been promoted to vice president of circulation for Infotainment World. Holly transferred from Lotus Publishing to *GamePro* in 1991 where she served as fulfillment manager. "Holly's consistent contribution to the development of circulation, her excellence in building an effective circulation team and the dramatic increase in IFTW circulation revenues has resulted in this well-deserved promotion," said IFTW President **Patrick Ferrell**.

NEW EMPLOYEES

IDG WORLD UPDATE

HOLLAND

Gwen Holland has joined IDG International Marketing Services' Framingham office as administrative assistant to the president. Gwen's responsibilities run the gamut from general office management to providing IT support and assisting with marketing communications projects. She brings to IMS over 10 years of experience in administration and office management and is currently pursuing a degree in MIS at Northeastern University.



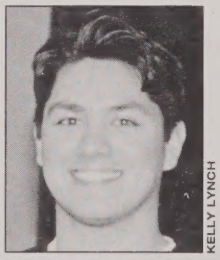
CRAGER

Infotainment World welcomes a host of new employees. Previously national sales manager for Macmillan Computer Publishing, **Mark Crager** is director of sales for the IFTW Books Division. Mark has a BS in business administration and marketing from California State University/Chico and devotes his free time to playing golf and "raising two fantastic children."

KELLY LYNCH

SANDOR

Cynthia Sandor has signed on as associate publisher for *GamePro*. Cynthia is an IDG veteran who worked as New England and eastern Canada regional sales manager for *Digital News*. She has a BA from Bentley College and is a graduate of the Magazine Management Course at the University of California/Berkeley's School of Journalism. Outside the office Cynthia likes aerobics, golf and aviation.



VANDERHOOF

Adam Vanderhoof is a design and production intern, assisting with those functions at *Electronic Entertainment*. Adam will graduate in August from San Francisco State University with a BA in graphic design.

KELLY LYNCH

FISHER

John Fisher has been hired as a content editor for the Electronic Media Division. Prior to joining IFTW, John served as associate product manager for Time Warner Interactive. His favorite leisure-time pursuit is fishing.

KELLY LYNCH

WEIGAND

Mike Weigand is an associate editor for *GamePro* and *SWATPro* magazines. Mike was most recently senior editor at Sendai Media Group for *Mega Play* and *Super NES Buyers' Guide* publications. Mike is a graduate of Purdue University where he majored in journalistic writing and art and design. He enjoys exercising, photography and staying abreast of current events.

IMS Japan welcomes **Adam Blankenship** as a market entry consultant. Adam earned his MS in journalism at Columbia University and worked previously at the *Japan Times*. His favorite outside interests include gardening, softball and time with his daughter.

Jacki McDonald is the newest group operations coordinator at IDC. Jacki will work with the Software Department to track leads, report sales and provide client support. Jacki was previously international sales administrator for Progress Software. She enjoys attending concerts, traveling and an array of outdoor activities.

IDG WORLD UPDATE

KOETHE

IDG's Human Resources Services Division has hired **Michele Koethe** as an HR generalist. Prior to joining HRSD, Michele was a senior human resources rep for Genetics Institute. She has a BA in human resources and English from the University of Michigan and enjoys skiing, sailing, travel and cooking.

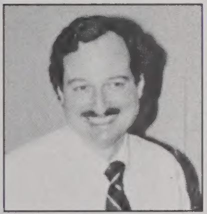
Luc Hatlestad has joined *InfoWorld* as an editorial assistant. Luc has a BA in anthropology from Grinnell College and an MS in journalism from Northwestern University. In his spare time Luc enjoys creative writing, sports and music.

IDC Promotes Four to Newly Created Post of Group VP

Six more named to vice president positions

WANG

McCLOUGHAN


PICARDI

BOSE

IDC U.S. has added a new research position, group vice president, to its organizational structure, a move that reflects IDC's growth over the past five years and subsequent changes in research roles and responsibilities. According to IDC President **Kirk Campbell**, the result will be increased career growth opportunities for all IDC research analysts. The following people have been promoted under the new research position structure:

- Promoted to group vice president: **Gigi Wang**, **Alexa McCloughan**, **Tony Picardi**, **Andy Bose**.
- Promoted to vice president: **Lee Doyle**, **Mike Melenovsky**, **Ann Palermo**, **Paul Pastrone**, **Steve Reynolds**, **Bruce Stephen**. **Ralph Finos** and **Mark Winther**, while already vice presidents, join the newly formed Management Advisory Council (MAC).

MAC members — IDC vice presidents, group VPs and senior vice presidents — meet at least six times a year to drive IDC's tactical and strategic objectives. The vice presidents will be active in cross-group research efforts and other company-wide initiatives. In addition, group VPs and senior VPs will be members of the 9:09 management committee that meets twice a month to chart IDC's overall direction.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS
Penny Winn - Int'l Publishing Svcs.
Lisa McGrath - Computerworld
Lory Dix - Computerworld
Robert Wallace - InfoWorld

NINE YEARS
Norma Tamburrino - Computerworld
Lawrence Craven - Computerworld
Frédéric Berge - IDG France

EIGHT YEARS
Mark Leary - IDC
Steve Tozeski - IDG List Services

SEVEN YEARS
Bob Ainsworth - InfoWorld
Gabriele Arioli - IDG Italy

SIX YEARS
Gisela Wilson - IDC
Dan Littman - Macworld
Joann Leighton - Computerworld
Andre Kvitka - InfoWorld

FOUR YEARS
Jim Moody - PC World Online
Richard Bastas - CIO

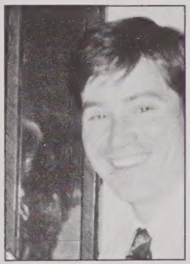
THREE YEARS
Bruce Gray - Infotainment World
Christian Christiansen - IDC
Nancy Kruse Hanningan - IDC
Dorothy Casperson - CIO
David McIntyre - IDG
Frank Savell, Jr. - Computerworld

TWO YEARS
Kathy Badertscher - PC World
Joe Abernathy - PC World
Janette Harms - Infotainment World
Tiffany Wallace - Infotainment World
Christina Turner - IDG Books
Kim Fladung - IDG World Expo
Aaron Press - IDC Government
John Spragens - InfoWorld
Sue Ashton - IDG Australia

ONE YEAR
Jon Friesch - PC World
Shawne Pecar - PC World
Paul Curthoys - Infotainment World
Kathy Cox - IDG Books
Kevin Moran - IDG Books
Steen Kongstad - IDG Denmark
Mary Beth Welch - Computerworld
Karen Mitchell - InfoWorld
Patricia Peng - IDG Singapore
Fredrik Agren - IDG Sweden

CHAIRMAN'S ACHIEVER

The Chairman's Achiever program was created in 1992 to recognize outstanding efforts of IDG employees around the world.


SCHERZER

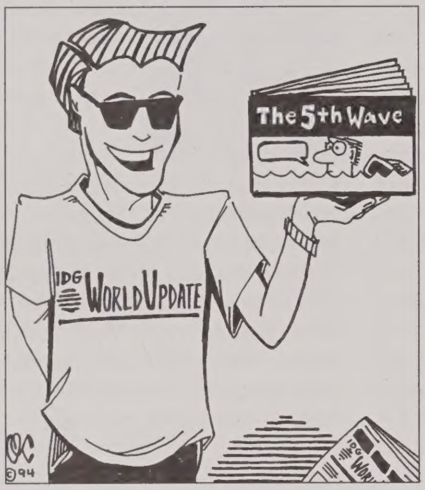
Editor-in-Chief **Stephan Scherzer** has been instrumental in making *Macwelt* Germany's number one Macintosh-dedicated magazine. Stephan joined the publication, which celebrates its fifth anniversary this month, just over three years ago. "With his personal effort and his excellent knowledge of the market, Stephan has improved the editorial contents [of the magazine]," said *Macwelt* Publisher **Sylvia Stier**.

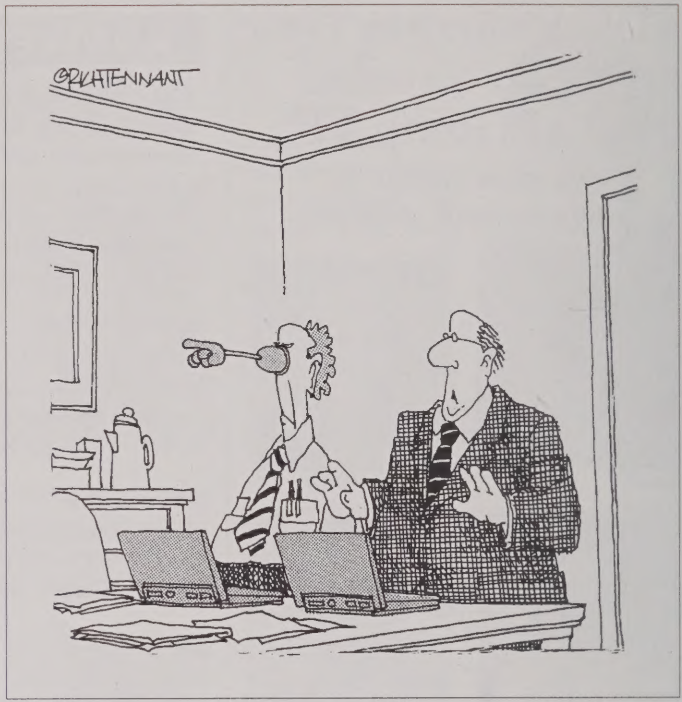
Stier said that Stephan's leadership and team-oriented management style are very effective in motivating his editorial staff. For the past six months *Macwelt* has edged ahead of competitor *Macup*. Of note is that ad volume also increased during this same period, again leaving the competition behind.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

OFF LINE

It's that time again!





Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, May 9. The IDG employee with the most humorous submission will be awarded either an "Off line" T-shirt imprinted with an original Rich Tennant cartoon or a copy of Rich Tennant's book of cartoons, *The 5th Wave*. Honorable mention winners will receive an IDG World Update key chain or pencil sharpener. Fax your creations to 617-423-0712 or BusinessTalk box P.Smith, P.Winn or S. Noyes.

Have fun!

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 17

April 24, 1995

PC WORLD WILL HIT 1,000,000 MARK FOR PAID CIRCULATION WITH JULY ISSUE
PAGE 2

IDG INSURANCE SERVICES IS FIRST OF NEW VERTICAL ADVISORY SERVICES
PAGE 4

MACWORLD EMPLOYEES STRIKE UP TEAM SPIRIT WITH THEIR OWN BOWLING LEAGUE
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC France Hosts Presentation on IT Global Survey, Local Climate

Les Forums utilisateurs d'IDC
IDC
FRANCE
INTERNATIONAL DATA CORPORATION
L'intelligence des marchés high tech

IDC FRANCE CEO GERARD BIDAL ADDRESSES MORE THAN 200 IT EXECUTIVES AT A *briefing session that introduced IDC France's new series of demand-side reports.*

IDC France sponsored a two-hour breakfast session last month focusing on demand-side (i.e., user) research, the first time it had organized a presentation for customers and prospects on IDC's Global IT Survey. IDC France CEO **Gerard Bidal** and Managing Director **Eric Ochs** presented major trends from the Global Survey as well as local country reports.

Highlights of IDC's U.S. Briefing Sessions, page 5

The Global IT Survey, now in its fifth year, is coordinated by IDC U.S., with local research conducted by IDC country offices in the U.S., Japan and seven European countries. This year more than 13,000 businesses and 8,000 households were interviewed worldwide in countries that collectively represent 80% of the worldwide IT market. The survey provides insight into such topics as the current IT environment, buying intentions, implementation of new technologies and consumer attitudes towards home computing.

New to this year's study was the component focusing on home users. Three surveys were used for different categories of users: those who already owned computers, those who didn't own but intended to buy, and those who didn't own and didn't intend to buy. The other audiences interviewed

•CONTINUED PAGE 5•

New IDG Unit Consolidates End-User Businesses

Infovision International represents a merger of sorts between IDC's previously established end-user research programs. In its first incarnation earlier this year, the group was known as IDG User Services. This month the group adopted the Infovision International name to better reflect its value-added and visionary research products and services. While the company is actively selling its offerings today, the name will be launched publicly later this spring.

IDG WORLD UPDATE

RICK SMITH WILL *guide Infovision International's end-user research efforts.*

The business unit, lead by President **Rick Smith**, combines the resources of the former Technology Investment Strategies Corp. (TISC) and IDC Government's end-user business with several industry-specific research programs such as IDG Insurance Services (see page 4). IDC Government's vendor business (now known as IDC Government Market Services) and TISC's Leasing Planning Services remain intact as IDC operations.

Infovision International's charter is to help clients make better IT decisions.

•CONTINUED PAGE 4•

IN BRIEF

***Computerworld* Editor Paul Gillin** will serve as the keynote speaker at the Cognos North American User Conference June 28-30 in Ottawa, Canada. Gillin will discuss the costs and benefits of client/server in a speech entitled, "Information Systems in the 90s: New World Disorder."

■ ■ ■

IDG Books Worldwide won three of the five honors in the computer book category of *Computer Currents*' First Annual Reader's Choice Awards. *Windows For Dummies®* by Andy Rathbone, *DOS for Dummies®* by Dan Gookin and *Internet for Dummies®* by John Levine placed first, second and fifth, respectively. "Readers know what they like, and it's gratifying to know how much they enjoy our titles," said IDG Books President/CEO **John Kilcullen**.

■ ■ ■

***PC World* recently** announced a joint publishing venture with *Working Woman* to co-edit, -design and -publish a special editorial section called "Software Solutions for the Entrepreneur." The report, which will appear in the August issue of both publications, represents the fourth such publishing alliance announced by *PCW* in the past 14 months. The others were signed with *Newsweek*, *Child* and *Forbes*.

■ ■ ■

***Macworld* magazine** recently announced its circulation will increase from its current rate base of 575,000 to 650,000 with the July issue. Mirroring the growth of Apple's Power Macintosh and clone shipments, the publication said it expects its circulation to be over 700,000 by mid-1996.

■ ■ ■

For the third consecutive year, *InfoWorld* readers selected IBM's OS/2 as Overall Product of the Year in the *IW* Readers Choice Awards. The publication's Testing and Reviews staff presented 18 Test Center Products of the Year honors, and five Editor's Awards, including the Landmark Technology Award, the Industry Achievement Award and the Iway Peace Prize.

PC World Hits 1,000,000 Circulation Milestone

PC World will become the first IDG technology publication to reach the one million paid circulation mark for its rate base, effective with the July issue.

The announcement earlier this month highlights a period of significant growth for *PC World*, including a circulation gain of 55% over the past three years, making *PC World* the fastest-growing major PC publication in the U.S.

Connell Communication's publications for video consumers — *Video Event* and *Take One* — collectively have a paid circ of 2.5 million.

PC World's circulation growth is due in large part to its popularity among the publication's core audience of business managers — 84% of *PCW*'s paid readership have management titles.

"*PC World* was the first publication to predict that more and more business managers would play a larger role in the purchase of PC products, and we've been vigilant in meeting these buyers' information needs ever since," said *PC World* Publisher and President **Rich Marino**. "For us, reaching the one million mark is a natural outgrowth of market forces. It comes at an auspicious time in the industry, when the launch of new chip technologies and operating systems is making it imperative for manufacturers to efficiently reach as many active, volume buyers of PC products as possible."

Among *PC World*'s competitors, only *PC Magazine* has cracked the one million paid circ mark with a rate base of 1.2 million. *PC/Computing* is at 925,000 and *Byte* and *Windows* are both around 500,000.

PC World Taiwan Salutes Buyer's Choice Winners

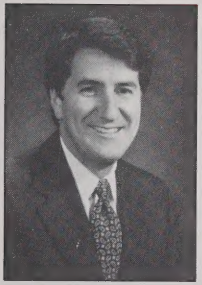
IDG
1994
IDG

IDG TAIWAN

IDG TAIWAN CHAIRMAN JACK WANG ADDRESSES THE INVITED *guests at PC World Taiwan's Buyer's Choice Awards.*

PC World Taiwan last month honored winners of its annual PC Buyer's Choice Awards at a ceremony hosted by IDG Chairman **Jack Wang** and *PCW Taiwan* Publisher **Jennifer Wang**. Awards were presented to the CEOs of the companies producing the 15 most popular brands and the 46 most popular products within various categories, as chosen by *PC World* readers. Among the invited guests were the chairmen of Elite and Umax as well as the presidents of Intel, Novell, Autodesk, Lotus, Quantum, Apple, Compaq, Microsoft, IBM Taiwan and Viewsonic. Dr. Frank Huang, chairman of Elite Group, and Kuo Yun, vice-chairman and president of Institute for Information Industry, delivered keynote speeches.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q: I read that ZD Publishing [Forstmann Little] announced an agreement placing its publications on the Internet's Electronic Newsstand site. Are any of IDG's publications available on this area yet? If not, will a decentralized approach to participation be the rule, or is there any concerted effort to have all of IDG's U.S. publications debut simultaneously? And, will publications be hot-linked back to individual areas on the World Wide Web, as ZD Publishing has done?

A: The Electronic Newsstand includes information about several IDG publications, including *Computerworld* and *Electronic Entertainment*, but as far as I know no IDG publications have yet put their content on the Internet to give free, unfettered access to the valuable editorial content that costs millions to produce. Simply dumping editorial content on the Internet is not an attractive business proposition, or even that compelling editorially.

The plans we've seen from IDG business units go beyond that simple (and economically unattractive) model to ones that emphasize creating value-added services delivered electronically. The plans also have explicit targets for including advertising and other revenue streams as part of the package.

A recent *New York Times* article quoted **Tom Morgan**, who is heading a new interactive services area for IDG, as describing this distinction as "on" versus "through." Publishers are shifting their focus away from building multiple versions of their content to be hosted "on" different commercial services, and instead focusing on building their services once, and making them available simultaneously "through" Internet gateways and Web software browsers that are being rapidly adopted by every commercial online service.

This way, Electronic Newsstand—or any other site—can be linked to IDG's publication offerings. The choice of linking to places like Electronic Newsstand, however, resides with those responsible for managing the publication's brand. While Tom's interactive services team will help provide operating efficiencies, marketing programs and sales assistance to increase momentum across all of IDG's electronic offerings, ultimately the value of the electronic offerings will be determined by the reader—which is why, perhaps, the most important influence in all this is, and will continue to be, the editorial team.

For the past few years IDG has held a Long-Range Planning meeting for U.S. business unit presidents. Why was that not held this year? Under what circumstances might it be resurrected?

In a survey of U.S. presidents, they elected to hold long-range planning meetings for their respective business unit rather than a single, large meeting. This is really an acknowledgement that the growth of IDG has now brought us to so many different parts of the market that it is difficult to create a long-range planning "curriculum" that is truly relevant to all of our U.S. business units. Most notably, the most effective long-range meetings have active customer involvement, but the scope of our U.S. businesses made it difficult to put together customer panels that would be knowledgeable about all the various businesses in which IDG participates. After we finish the planning cycle this fall, we will again survey the business unit heads about how we might improve the planning process, and what role a general, "big picture" meeting might play in the future.

I've heard that List Services and *CIO* sell our list rentals to publishing company competitors. Why do we allow them to buy our lists?

The decision to rent a list is left to the business units, which make decisions based on their own best interests in maximizing value of the investment made in subscriber acquisition, while protecting the asset value of their subscriber file. That's why it is extremely rare for IDG List Services to rent a subscriber list directly to a competitor. More often, there is reciprocal list rental for a particular promotion or the use of a list to promote a particular trade show in exchange for exhibit space. And even that is rare. According to List Services, none of the lists managed by that group have been rented or exchanged with Forstmann Little/Ziff-Davis, for example.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDG Insurance Services Links IT with Business Strategy

Establishing links between companies' IT investments and their business strategies is the premise for IDG's newest research program, IDG Insurance Services. Based in Framingham, Mass., and staffed by Program Director **Steven Stecher** and Research Director **Richard Dooley**, the venture represents the first of several vertical advisory services IDG plans to launch with specific focuses on the utilities, manufacturing, banking and health care fields.

As a vertical advisory service, the program differs from traditional research programs by maintaining a fine-tuned focus on a specific industry. The charter of this program is to assist corporate decision makers in the insurance and financial services industries in evaluating the ways IT can improve their companies' performance in a number of areas such as customer service, distribution and management support.

Bridging the gap

According to Stecher, IDG Insurance Services is unique in that it bridges the gap between business decision makers and IT managers. Insurance Services acts as a liaison between these two facets of an organization by providing IT information to executives, who historically have been relatively uninformed on this topic. The end result will be more effective IT investments.

Among the program's growing client list are American United Life, Massachusetts Mutual and Electronic Data Systems (EDS).

As part of Infovision International, Insurance Services will tap the resources of internal analysts and will also work with outside consulting firms. Research will be delivered through a number of mediums including *The Edge*, the group's new monthly publication covering emerging technologies and their applications in the insurance industry. The April issue of *The Edge* is dedicated to the findings of primary research on customer service, and the May edition will examine the impact of technology on distribution.

This program is customized with a contracted number of "inquiry hours" each year when clients can speak to analysts about company-specific questions.

IDG WORLD UPDATE

RICHARD DOOLEY AND STEVEN STECHER *head up the first of several vertical advisory services offered under the Infovision International umbrella.*

Stecher and Dooley bring to their program over 22 years of experience in the insurance industry. Stecher spent the past two years as director of strategy planning for EDS' Insurance Division. Dooley most recently served as director of corporate strategy for Massachusetts Mutual Life Insurance Co.

For more information contact: Steven Stecher, tel: 508-935-4364 or Richard Dooley, tel: 508-935-4773.

INFOVISION

continued from page 1

The company provides research and strategic planning services to corporations and government agencies implementing information technology-based business systems. "Infovision International's work enables clients to focus on better IT delivery of business solutions in the global economy," Smith said. "Determining acceptable levels of risk in implementing technology and examining budgetary impacts are key components of our research."

Internally, Infovision International is building a client services framework for easy customer access to analysts and a knowledge database. This framework will provide clients with rapid solutions to their strategic and tactical issues. "This is a key differentiator for Infovision International because it leverages the classic consulting model such as Andersen Consulting," Smith said. "Our competition continues to leverage the publishing model."

By providing clients with innovative products that encompass customer service, sales and research components, Infovision International hopes to further distinguish itself from competitors. Where the Gartner Group, Forrester and META specialize in customer support, Infovision International will aid its clients in decision support. One of the company's key product deliverables for each service is a strategic plan review and vendor selection criteria review.

For example, in the Collaborative Computing Service, Infovision International will help a client review its strategic plan for groupware deployment in support of the company's reengineering efforts.

In addition to these reviews, base research deliverables include a CD-ROM containing research from all Infovision International's services, which is updated monthly; 15 answers per year to IT questions and quarterly audioconferences with Infovision International analysts. Other offerings including conferences with Infovision International analysts are available for a fee.

Another distinctive feature of this new venture is its implementation of the "virtual corporation." Infovision International supplements its core research with research from third-party consultants. With the expected life of services only three years, mixing offerings with inside and outside resources will provide clients with superior resources and services at an economic cost.

Smith, who comes to Infovision International from the Gartner Group, where he spent 14 years in a number of senior management positions, will be based in New York City. He manages a team working out of Framingham, Mass., and Falls Church, Va.

For more information, contact Marketing Director ***Ann Fourakis*** *at tel: 508-935-4181, fax: 508-872-8186.*

IDG Job Opportunities Update
Monday April 24, 1995

SENIOR PROGRAMMER ANALYST (IDG/CSC)
Ideal candidate will be responsible for developing, implementing, maintaining and supporting all programming efforts for the Corporate Support Center for IDG. The applications include databases for communicating corporate information to worldwide business units, marketing databases and reports and some financial analysis reports. The communication applications will be developed primarily in Lotus Notes. Some Travel required.

GLOBAL NOTES DEVELOPMENT MANAGER (IDG/IPS)
The successful candidate will provide direction and consultation to IDG business units who are deploying Lotus Notes. Experience with Lotus Notes administration and deployment, knowledge of global communications providers and project management experience are required. Excellent communication and diplomatic skills essential. Must be able to effectively communicate with international and domestic business units. Travel required.

MARKETING COORDINATOR (OBJECT WORLD)
The successful candidate will contribute to Object World's marketing efforts. Duties will include copy editing, data entry, general print and customer service. Individual will also assist with budgets. Candidate must maintain timely response to customer needs, expenses, leads and promotion deadlines. Excel and MS Word for Windows required. Customer service experience preferred.

SENIOR EDITOR, MANAGEMENT (CWI)
The individual in this position will write news, shorts and feature stories on IS Management and IS-enabled business strategies. A minimum of 5 years experience in business journalism required. Ideal candidate will be experienced in covering technology, business and management for IS and/or business audiences.

PUBLICITY COORDINATOR (IDG/B)
This position requires a 4 year degree, plus 2 years experience in Public Relations or marketing communications, preferably in high tech or trade publishing. Macintosh experience a plus. Candidate must be detail oriented and possess good organizational, interpersonal, project management and communication skills. Excellent writing and editing skills required.

ASSOCIATE ACQUISITIONS EDITOR (IDG/B)
The individual in this position will assist with acquiring authors and titles and negotiating deals within designated contract parameters. Candidate will initiate and prepare contracts with industry reps, authors, members of the press and technical talent. A minimum of 2-3 years experience in this field necessary.

MANAGER, FINANCIAL ANALYSIS & PLANNING (IDG/B)
The selected candidate will be responsible for strategic financial planning. Duties will include setting and meeting P & L forecasts, maintaining revenue and gross margin forecasting models and preparing a variety of analytical reports. Responsibilities will also include performing and/or directing special analysis of various items including prospective business acquisitions, joint ventures, sales incentive plans, commission structure, royalty structure and financial implications of various alternatives.

DIRECTOR OF INFORMATION SERVICES (MACWORLD)
The ideal candidate will implement Macworld's information processing strategy and install and maintain all computer based systems to facilitate information sharing and business decision making. A thorough knowledge of microcomputer architecture, technology and applications in a Mac environment essential. A minimum of 8 years of increasing responsibility in an IS microcomputer environment including network management required. 3 years experience managing technical personnel preferred.

ACCOUNT MANAGER, MACWORLD DIRECTORY (MACWORLD)
The ideal candidate for this position will sell, service and develop the Directory section of Macworld, plus assist first time advertisers to Macworld. A minimum of 2 years phone sales experience in a high tech industry required. Publishing experience a plus.

NETWORK MANAGER (MACWORLD)
The ideal candidate will manage the daily operations of the Macworld network. He/she will evaluate efficiences of the installed network with recommendations for improvements. This position requires highly developed organizational skills, a general knowledge of electronics and a thorough knowledge of microcomputer architecture, technology and applications in a Mac environment. Individual must be able to interface with employees, contractors and technicians.

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/RTI/CWDD	Susan Perry	(508)820-8160
	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services	Mary Cornetta-Brown	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
	Elizabeth Martin	(508)935-4649
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC/IMS	Piper Fowler	(508)935-4796
FCW/Infovision Int'l. Inc.	Michele Koethe	(508)935-4531
	Theodora Guest	(508)935-4766
Object World/ComNet	Patty Reilly-Lemire	(508)820-8919
	Theodora Guest	(508)935-4766
CD Solutions, Inc.	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
IDG Peterborough	Kristen Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
	Marisa Chow	(415)978-3272
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Pat Levenduski	(415)312-0622
	Jamie Maroney	(317)895-5222
	Pam Shelley	(317)895-5259

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Senior Programmer Analyst	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Director, Online Business Development	East/West Coast	M. Neece	(508)935-4149
IDG/CSC	Associate Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	IS NETWORK Manager	Boston, MA	S. Brown	(508)935-4099
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Rsch.	P/T Office Manager	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
IDG/IPS	VP of Licensing (Exhibitions)	Boston, MA	D. Hill	(617)423-9030
IDG/User	Account Director (5)	MA/NY/TX/CA/OH	M. Koethe	(508)935-4531
IDG/User	Research Director/ Transition Econ. Svc.	MA/VA	M. Koethe	(508)935-4531
Object World	Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
Object World	Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
FCW	Graphic / Production Artist	Falls Church, VA	T. Guest	(508)935-4766
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)925-4192
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Mid-West Sales Representative	Des Plaines, IL	M. Cornetta	(508)935-4734
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Receptionist	Mt. View, CA	E. Martin	(508)935-4649
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst , Telecom	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	Group Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Systems Support Specialist	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Administrative Assistant, Publications / IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Copy Editor	Framingham, MA	A. McCrory	(508)879-0700
CWI	Editor, Electronic Services	Framingham, MA	S. Perry	(508)820-8160
CWI	Lotus Notes / Electronic Media Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Information Systems Support Specialist(2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CW/RT	Telemarketing Respresentative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Editorial Events Administrator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Senior Sales Assistant	Framingham, MA	L. Schmid	(415)312-0669
IW	Sales Rep. - Demographic Editions	San Mateo, CA	L. Schmid	(415)312-0669
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566

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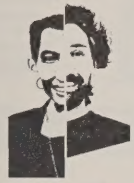
Division	Title	Location	Contact Mgr.	Phone
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	PC Support Assistant (6 mo. Internship)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporter / Senior Writer	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Associate Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Director	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Lead Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	P/T Direct Sales Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Chicago, IL	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Hardware & Network Systems Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Test Center Coordinator	San Francisco, CA	U. Diehlman	(415)267-7429
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Performance Testing Manager	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Product Manager	San Francisco, CA	N. Miller	(415)974-7338
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Circulation Promotion Mgr./Direct Mail	San Francisco, CA	E. Di Matteo	(415)978-3107
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Circulation Assistant	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
PCW News	Circulation Marketing Analyst	Boston, MA	L. Connolly	(508)935-4791
PCW News	Fulfillment Manager	Boston, MA	L. Connolly	(508)935-4791
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Network Manager	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	S. Daniels	(415)978-3379
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Administrative Assistant	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Senior Associate Editor (Features)	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512
IFTW	Customer Service Coordinator, Circ.	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Regional Manager / GamePro	Chicago., IL	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406



The 10th Annual
AIDS Pledge Walk

AIDS ACTION

IDG

AIDS WALK PLEDGE SHEETS ARE IN !

Please join the IDG Chairman's Council in the fight against AIDS. This year's 10th annual walk for the AIDS Action Committee will be held Sunday, June 4. The 10-kilometer walk, which gets under way at 9 a.m., follows a path that begins at the Boston Common and ends at the Esplanade.

IDG has been the walk's third highest corporate fundraiser for the past several years.This year, we'd like to become the No. 1 fundraiser for this important cause. In order to achieve this goal, IDG will be giving incentives to those employees who raise at least $250. Employees who raise $250-$500 will receive an IDG "Packaway Pullover" windbreaker. Employees who raise $500 or more will receive an engraved desk clock. Most business units will match your contributions, so these goals are well within reach of most of us.

For those of you who cannot walk and would like to participate in some way, we are trying to establish an IDG team of volunteers to help prior to and the day of the walk. If you are interested, please contact your business unit captain or Andy at the AIDS Action Committee at telephone 617-450-1293.

IDG will once again be providing bus transportation to and from the walk.The bus will depart from IDG's 5 Speen St. building in Framingham at 8 a.m.and leave Boston Common at 3 p.m. So please join the IDG Team on Sunday, June 4. For more information please contact your team captain:

CD Solutions	Colleen Hurley...... 508-879-0006
CWDD/RTI	Emily Giteleson.... 508-628-4779
Computerworld	Patty White........... 508-879-0700
IDC	Purr Drummy.........508-935-4393
IDG World Expo	Robin Andreola......508-879-6700
IDG/CSC	Donald Young........617-534-1205
IDG Research	Allison Stamm.......508-370-0860
IDG List Services	Deb Goldstein.......508-370-0820
IDG Framingham	Sally Reinfeld........508-935-4423
Network World	Scott Finlay...........508-820-7530
PCW Newsletters	Linda Belding........617-482-8634

If your business unit is not listed here, please contact Scott Finlay at Network World, telephone 505-820-7530, for pledge sheets or information.

IDG HR UPDATE

March/April 1995

YOUR HUMAN RESOURCES NEWS SOURCE

Time Management Strategies Help Accelerate Accomplishments

By Susan Perry, Vice President/Human Resources, Computerworld, and Toni O'Connor, Human Resources Manager, Computerworld

Due to the deadline-driven nature of our business, IDG professionals are used to accomplishing many tasks in a short period of time. Our deadline-oriented environment causes us to be highly aware of the need to manage our time efficiently.

"The trend across corporate America is to achieve more results with fewer resources," said Larry O'Connor, a time management expert from Time Resources. After his company trained employees at *Computerworld* last summer, several representatives returned to measure post-training results.

"At *Computerworld* we saw some of the widest improvements we have measured yet in any client company," O'Connor noted. "*Computerworld* improvements were most significant in two key areas: managing interruptions and overcoming interruptions."

Why is it so important to manage interruptions? According to O'Connor, the average supervisor is interrupted every nine minutes for an average of two to four minutes. At $20.00 per hour, these interruptions can cost over $16,000 per year. Obviously some interruptions are necessary, but you can take steps to improve your productivity at an organization.

The following are some tips from the experts that help you accelerate your accomplishments.

Prevent procrastination

Studies reveal that procrastination usually results from a combination of elements rather than a single factor. Planning is a great way to prevent procrastination. When you plan, you are much more focused and motivated to complete projects.

Focus on opportunities

When prioritizing goals and tasks, adopt a strategy of favoring the opportunities rather than the problems. Giving opportunities priority assures long-term success.

Use the word "No"

Saying no judiciously is one of the best skills you can develop to improve your effectiveness. It is the perfect defense against people who want to fill your time with unwanted or unimportant activities.

Understand goal setting

Studies show that employees are more motivated to achieve goals when they are involved in the goal planning process, understand the desired outcomes of goals, have standards against which their performance can be measured and receive performance feedback. Try this out and see what happens.

Organize your office

A great method for organizing items that surround you in your office is to base their proximity to you on their frequency of use. The more you use it the closer it stays.

Keep energy level high

To help prevent that personal energy lull that sometimes occurs in the afternoon, avoid eating large amounts of fats for lunch. Carbohydrates, fruits and vegetables will help you maintain higher personal energy.

Manage office mail efficiently

Try a double box system. In-box #1 is devoted to important materials that people want you to read today, and in-box #2 is for lower priority routine items that you will review within a week.

Remember:

- Plan your day . . . once a day.
- Plan your week . . . once a week.
- Plan your month . . . once a month.

EMPLOYEE SURVEY SETS NEW RECORD!

It's hard to believe, but the Employee Survey has set another record for the second year in a row! With almost 2,000 surveys sent out this year, the overall response rate was over 85% — a 5% increase over last year. The Human Resources department would like to thank you for your participation.

There were a number of business units that had a 100% response rate. Congratulations to: Infotainment World, IDG List Services, CD Solutions, Inc., EMS and IDG Asia!

Business units with response rates of 80% or higher in the survey include: InfoWorld, IDG Research Services, IDG Central Services, Regional Offices, PC World, Computerworld, IDG Corporate Support Center, IDG Marketing Services, IDC, LINK Resources, IDG Books, IDG World Expo, Macworld, International Publishing Services and FCW Group.

PLEASE NOTE: The John Hancock claims office moved as of April 10. Submit all claims to:

Mid-Atlantic Claim PC
1585 Paoli Pike, C-2691
West Chester, PA 19380-6113

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

Ask HR

Q Medical open enrollment is coming in June. What health plan options does IDG offer?

A Employees who elect medical coverage have two options. They can either enroll in an HMO or select the IDG Health Plan (The John Hancock Preferred Health Plan). If employees decide on an HMO, they should check on the availability of HMOs in their location. If employees choose the IDG Health Plan, there are additional options. An employee may elect "medical, dental and vision" or "dental only."

In the past, employees always had the option to waive medical coverage if they were covered under a spouse's plan. However, if employees declined the medical coverage, they also waived dental and vision coverage, which was sometimes problematic. Employees suggested that we add a "dental-only" option to the health plan. The IDG Health Plan was amended to include the "dental only" option effective Jan. 1, 1994. This option allows employees to select dental-only coverage and to waive medical and vision, which are packaged together. If employees have dependents on the IDG Health Plan, medical coverage can be waived for both employees and their dependents. As a result, employees have flexibility in health insurance coverage.

As you can see, employees have a number of good choices ahead of them in June. If you have questions about your health insurance options, contact your local Human Resources representative. Open enrollment materials will be available in May.

Q Is IDG's six sick days per year policycompetitive? Are there any plans to allow the carryover of unused sick days?

A Our sick day policy, coupled with our Short Term Disability plan, is competitive. When three or more consecutive days are missed, Short Term Disability kicks in. So, if an employee has a bad flu that requires he or she is out a week, STD, not sick days, are used. There are no plans to carry over sick days due to the enormous financial liability IDG would need to carry on its books from year to year. Our competitors do not offer a carry over provision for similar reasons. Statistical information both inside and outside IDG shows the average person uses three to four sick days per year. Given this information and a culture that encourages managers to apply discretion and good judgment, the policy should meet our needs most of the time.

Q Do I have to take all of my money out of the ESOP and 401(k) plans at retirement age?

A The following general rules apply, although you should check the Summary Plan Description booklet for specific details and additional information:

- If you are still employed, you may continue participating in the plans but you must begin taking withdrawals at 70 1/2 years of age.

- If the vested value of your account is over $3,500, you may leave the money in the plan.

- You can continue to defer taxes on your retirement plan savings by directly rolling over the eligible amounts into a rollover IRA. You may arrange to receive regular income without any penalty from the rollover IRA. You'll pay taxes on the money you withdraw as you receive it; all the remaining money continues to grow tax-deferred.

Q When does the early withdrawal penalty for the ESOP and 401(k) plans apply?

A The early withdrawal penalty applies if you are under age 59 1/2, except in the following circumstances:

- You directly roll over your account balances to an IRA rollover account.

- You have elected to take a series of "substantially equal periodic payments."

- In the event of your disability or death.

- Separation of service after age 55.

- Certain unreimbursed medial expenses.

- A Qualified Domestic Relations Order distribution.

IDG HR UPDATE

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Tom Mathews

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Stephanie Noyes
Penny Winn

HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Tel: 508-875-5000, Fax: 508-935-4600.

IDG WORLD UPDATE's LocaLoop

FOR SALE

•**1989 Saab 900 turbo.** Excellent condition, original owner. All service records available. Five-speed, four-door, silver with burgundy interior. 74K miles. $8,700.

- Cyndy Sandor, Infotainment World, 415-286-2515

• **Condo.** Oak Ridge in Maynard. Half-hour from Framingham. Eight-year-old townhouse condominium has seven rooms and includes two bedrooms, finished basement recreational room, loft with fireplace and skylight, fully applianced kitchen with gas stove, dishwasher, disposal and trash compactor. Central air, central vacuum and atrium door leading to a "walk off" deck with private rear yard. Lower-level laundry hook-ups and generous storage. Priced to sell at $129,000.

- Donna Moschella, IDG, 617-534-1218

• **House**. Medway, Mass. Absolutely adorable multi-level home with open floor plan. Six rooms, three bedrooms. Newly renovated kitchen and family room. Living room with fireplace and vaulted ceiling. Lots of closets, pantry and storage space. Attic fan and pull down stairs. All appliances included. Motivated seller! $141,900.

- Toni O'Connor, CW, 508-820-8566

• **Toshiba 486 T4400SXC color notebook PC**. 8MB RAM, 120MB hard drive, active-matrix color. Trackball mouse. Lightweight. Perfect condition. $1,750.

- Scott Danish, PCW, 415-978-3226

• **Queen size waterbed**. Includes sheets, heater and mattress. Light oak. Looks new. $125 or best offer.

- Ginny Bryant, Infotainment World, 415-286-2560

• **Living room set**. Sofa, love seat, coffee table and two end tables. Matching rug. Good shape. Buy whole set or pick a piece.

- John Carpenter, CWDD, 508-628-4767

• **Voit exercise bike** and cross country ski machine.

- John Carpenter, CWDD, 508-628-4767

• **Kemper snowboard**. Cyclone 155, Kemper bindings. Used only twice. $350.

- Denise Hui, CW, 415-548-5118

• **1988 Isuzu Trooper II LS**. Auto, AC, cruise control, tinted glass, pull out stereo, 4x4, 4-door. Head replaced at 85K miles. White/champagne. Very clean. 105K miles. Asking $5,800.

- Maureen Preble, IPS, 617-423-0232

VACATION RENTALS

• **Squaw Mountain Village condo on Moosehead Lake, Maine.** Two bedrooms, two baths, deck, fireplace, golf, tennis, beach, pool and marina. Available for weekly/monthly rental.

- Alexandra Dileso, Macworld, 508-370-0831
or 617-923-1788

• **Condo**. Large, sunny top-floor two- to three-bedroom in three-family Victorian in safe, accessible Oak Square, Brighton, Mass. Off-street parking, eat-in-kitchen, high ceilings, appliances, hardwood floors, storage, modern bathroom and front and rear porches. Twelve minutes to Framingham, 20 minutes to Logan Airport. $1,225/month.

- Ken Vitagliano, IDG World Expo, 508-820-8922

• **Cape Cod cottage.** Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower. On private cul-de-sac. $525/week.

- Val Sanclemente, IDG Paper Services, 508-877-3272

• **Vacation rental in N.H.'s White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the year.

- Madeleine Spencer, IDC, 508-935-4390

• **Luxury condo located at five-star resort in Orlando, Fla.** One mile to Disney World. Near Sea World, Wet 'n Wild, Universal Studios. Sleeps four, has fully equipped kitchen, two baths, jacuzzi, laundry and all appliances. Paddleboats, fishing, tennis, children's activities on-site. Much more! Bring the kids! Available week of Nov. 11-18. Other weeks might be possible. $135/night.

- Michael Siggins, CIO, 508-935-4458

HELP WANTED

• **Want to earn some extra cash?** If you have the skills listed below, you're in high demand! IDG's CD Solutions is looking for permanent part-time or contract programmers with experience using CD Author (Dataware Technologies), Microsoft Viewer, Macromedia Director and/or Mosaic. Familiarity with CD-ROM is important.

- Colleen Hurley, CD Solutions, 508-820-8634

WANTED

• **House in Newton area**. Young IDG family is looking to move to Newton, Mass., area. Single or two-family to buy directly from owner. Interested in "fixer-upper" or "as is" home. Pre-qualified and able to close very quickly. Save time and money by selling direct to an IDG colleague!

- Ken Vitagliano, IDG World Expo, 508-820-8922

• **Old chairs, lights, and other theater equipment.** Cambridge-based improv comedy group (ImprovBoston) is in need of these items for its soon-to-be-empty theater. I am a member of the troupe and hoping someone has the odds and ends we need!

- Brooke Burton, CIO, 508-935-4519

Send your ads in by May 24 in order for them to appear in the May 29 issue!

IDG WORLD UPDATE's Local Loop

BIRTHS

- **Lesieli Friesen** (Infotainment World) and her husband Paul, welcomed a son, Frank Tevita Friesen on March 13. Frank weighed in at 7 lbs. 7 oz. and was 20 1/2 inches long.
- **Chris McAndrews** (IDG Marketing Services) and his wife, Tamara, are the proud parents of Megan Diane. Megan was born on April 18 weighing 8 lbs. 7 oz. and measured 20 and 3/4 inches.
- **Holly Klingel**, (Infotainment World) and her husband Stan Barnes welcomed Katharine Erin Barnes on April 19. Katharine weighed 5 lbs. 7 oz.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

IDC Ushers in Third Decade of Directions Briefings Sessions

IDC ushered in the third decade of its Directions computer industry briefing sessions with the introduction of an afternoon panel format and innovative sponsorship opportunities for IDG publications.

Directions '95 was held last month in Boston and Santa Clara, Calif., and collectively drew over 1,500 attendees, largely senior executives representing high-tech vendors. This year was marked by the highest number of IDC/IDG participants in the program's 30-year history with more than 60 individuals taking part.

"IDC's Boston and Santa Clara 1995 Briefing Sessions were the best yet in customer attendance and satisfaction ratings; and the new afternoon panel discussion format allowed IDC to show off its unparalleled analyst talent," said IDC President and CEO **Kirk Campbell**.

The presentations and discussions probed the current and future state of the IT industry and included the release of the findings of IDC's annual IT Spending Survey. Highlights included Director, PC Software Research **David Card**'s presentation called "Microsoft Targets the Enterprise — Should Everyone Else Run and Hide?" (See story this page.)

In response to last year's conference evaluations, which indicated a demand for more Q&A time with analysts, IDC initiated afternoon presentations and panels. These sessions allowed participants to get the latest scoop on emerging technologies, global market forecasts and key vendor analyses and provided an important venue for interaction between IDC analysts and attendees.

According to IDC Director of Corporate Marketing **MaryAnne Sinville**, the new sponsorships represent an effort to enhance cooperation and alliances between IDG business units and to provide advertising exposure for the conference. IDG corporate sponsors included *Computerworld*, *Network World*, Infotainment World, *PC World* and *InfoWorld*.

Representatives from each of the sponsoring organizations served as moderators for various panel discussions. Participants included: *CW* Editor **Paul Gillin**, *CW* Senior Editor/Mobile Computing **Mike Fitzgerald**, *CW* Technical Editor **Charlie Babcock**, IFTW President **Patrick Ferrell**, IFTW Executive Vice President **John Rousseau**, *PCW* Editor-in-Chief **Phil Lemmons**, *NW* Editor-in-Chief **John Gallant** and *IW* Executive Correspondent **Bob Metcalfe**. In addition, each IDG publication provided free advertising for Directions '95.

IDC's Marketing Department, which organizes this annual event, brought the multimedia functions in-house for the first time. In addition to preparing all the presentation materials for the conference, Graphic Design Manager **Kathy Collins** produced the complete multimedia program for the morning's general session.

"MICROSOFT TARGETS THE ENTERPRISE — SHOULD EVERYONE ELSE RUN AND HIDE?"

The following is an excerpt from PC Software Research Director David Card's presentation at Directions '95.

Microsoft has established itself as the dominant force in the PC OS and applications market segments. IDC predicts that with the rollout of Windows 95, Windows NT and BackOffice, Microsoft will become a leading force in the enterprise arena — specifically for small to medium-size workgroups.

TO COMPETE OR NOT TO COMPETE:

- **Companies that want to compete with Microsoft should focus on filling the gaps that Microsoft is leaving, i.e., messaging and directory and management services.**

- **Companies that want to exploit Microsoft's probable success in the enterprise should concentrate on helping Microsoft enter this market by being the company's "big brother" and verticalizing Microsoft's enterprise applications.**

WHO'S HOT AND WHO'S NOT

Key companies and products in delivery of enterprise infrastructure technology: (In descending order of who's hot)

1) Microsoft
2) Oracle Corp.
3) Lotus Notes
4) IBM overall
5) SYBASE
6) Novell Inc.
7) IBM OS/2
8) SunSoft Inc.
9) Apple Computer

IDC FRANCE

continued from page 1

in the Global Survey were top executives, and IT professionals in small businesses and in medium to large businesses.

The Global IT Survey is not only a comprehensive study purchased by clients who want worldwide data, but it is also the basis for smaller reports that local offices can produce and sell on virtually any technology area. The survey also serves as an important internal tool that IDC analysts use to understand market trends.

Since the IDC France breakfast, staff members **Sylvie Merkling** and **Rachel Therme** have been busy following up on sales leads. IDC France Consultant **Catherine Gedeon** credited IDC U.S. Research Manager **Carol Page** and Research Analyst **Seana Dowling** at IDC Framingham for their help in producing the Global IT Survey. "The issuing of the reports has been a real team approach," she said. "Their contributions have helped us keep our customers satisfied."

NOTEWORTHY

PROMOTIONS

Milissa Koloski, formerly vice president/U.S. sales for IDG Books, has been promoted to senior vice president and publisher for the Dummies Press. "Milissa adds leadership and a customer-focused passion for excellence to the publishing team," said IDG Books President and CEO **John Kilcullen**.

Network World's Special Projects Department has announced two promotions. **Debra Mahler**, formerly product specialist, has been promoted to marketing manager of special products."Deb has turned in 200% effort over the past two years in implementing and tracking literally thousands of details associated with the successful execution of all our seminar programs," said NW VP/Business Development **Bill Reinstein**. In the past two years Debra has helped the department go from producing 24 seminars to 90 seminars per year.

Christie Sears, formerly operations coordinator, has been promoted to finance/operations manager. "Christie has tackled an incredible variety of tasks in the three years that the Special Projects Department has been in existence," Reinstein said. "She has handled each with skill, dedication and an overall 'can-do' attitude."

NEW EMPLOYEES

TIM CLARKE

SIVA

Pradeepa Siva has joined IDG Books as the brand manager for IDG Books' Custom and Macworld Presses. Pradeepa comes to IDG Books after five years with Addison-Wesley Publishing where she most recently marketed technical titles to college and corporate sales markets. She has a BA in sociology from Boston College.

Response Technologies welcomes a pair of new faces. **Thomas O'Halloran, Jr.** has signed on as a telemarketing representative. Thomas was previously employed as a data entry temporary. Outside the office Thomas is a devout fisherman.

Christine Silvestri is also a telemarketer for RT. Christine has associates degrees in business and radiologic technology from Massachusetts Bay Community College. When she has a free moment, Christine enjoys reading.

Mike Bachman is Eastern advertising manager for *Multimedia World*. As district sales manager for *Information Week*, Mike oversaw the mid-Atlantic sales territory. He has a BS/BA in marketing from the University of Delaware and enjoys golf and tennis.

Previously a switchboard operator at Medway Savings Bank, **Jennifer Elliot** is a sales assistant at *Computerworld*. Jennifer has an associate's degree in science from Community College of Rhode Island and enjoys reading and exercising in her free time.

Michael Vizard joins *InfoWorld* as a news editor. Most recently a department editor at *PC Week*, Michael also worked as a senior editor at *Computerworld*. A graduate of Boston College with a BS in journalism, Michael's favorite hobbies include biking, movies and blues music.

Mark Leon is a reporter for *InfoWorld* whose beat will be network management. Prior to joining *IW*, Mark taught philosophy at the University of Texas/El Paso. He earned a PhD in philosophy from the University of Texas/Austin and is the author of *Mind Surfer*, published by Avon Books.

TRANSFERS

Valerie Hoecke is a product evangelist for Electronic Marketplace Systems. Valerie worked previously as assistant to the publisher at *Advanced Systems*.

Previously senior writer for *Computerworld*, **Steve Klett** is an associate editor at Infotainment World. Steve has a BA in English/journalism from the University of New Hampshire and outside the office enjoys mountain biking, fly-fishing and hiking.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS

Ann Finn - Network World

TEN YEARS

Diane Lalumiere - IDC
Jose Miguel Perez - IDG Venezuela

NINE YEARS

Peter Kelly - Computerworld

EIGHT YEARS

Narelle Coleman - IDG Australia

SEVEN YEARS

Dorothy Rosenthal - IDC
Nancy Underwood - IDC
Shannon Smith - Macworld
Darren Ford - Computerworld

SIX YEARS

Carla Thornton - InfoWorld

FOUR YEARS

Angélique Bizouarn - IDG France
Matthew Clark - Macworld

THREE YEARS

Kim Stein - Multimedia World
Michael Melenovsky - IDC
Bonnie Chin - InfoWorld

TWO YEARS

Greg Kilkenny - IDG Books
Angelina Beitia - Macworld
Brooke Burton - CIO
John Monroe - FCW Group
Hans Zahn - IDG Netherlands

ONE YEAR

Sandy Balin - IDG Books
Donnie Burke - InfoWorld
Cathy Egan - IDC Australia
Ronnie McBryde - IDC U.K.

Macworld Employees Strike Up Team Spirit

ANNE FOLEY

ALTHOUGH THEIR REAL NAMES APPEAR ON THE MACWORLD MASTHEAD, AFTER *hours these bowling enthusiasts adopt such identities as "Madge," "Schmitty," "Bambi," "Thelma," and "Vinnie." The official Macworld bowling shirt sports the Macworld name on the back and a personal "alias" embroidered on the front. This year's fun concludes at a bowling banquet in June.*

One Friday afternoon a month at 3 p.m., members of the *Macworld* bowling league lace up their shoes at the Japantown Bowl in San Francisco. In addition to having a great time at the lanes, participants find that back in the office they've opened up the lines of communication throughout the company.

The idea for the bowling league began two years ago when Vice President/Director of Manufacturing **Anne Foley** brought a group of employees to *Macworld*'s printer in the Midwest. Since bowling was the major attraction in town for off-hours activity, Foley set up a few games, matching people from different departments that don't normally work together.

"I was surprised at how quickly they came together as a team, and the bonds they formed have lasted ever since," she said. She organized another outing last year with similar results and decided to try out the concept with the whole company to see if the same camaraderie would form.

Forty-five employees at all levels of bowling ability joined the *Macworld* league after a trial tournament was held in November to gauge interest. Those that can play during the month sign up, and Foley picks random teams for two games. The opponents change for the second game so everyone has an opportunity to interact with people they might not usually see at work.

"In the office, everyone wants to take care of business, but here we can loosen up, have fun and talk about other things," said **Steve Plevin**, director of telesales. "It's been a great opportunity to get to know a lot of different people both on a personal and professional level."

Internet Virus Called a Hoax

Rumors of a highly destructive virus capable of destroying the hard drives of computers used to access the Internet, are apparently false. According to the Federal Communications Commission, the existence of the so- called "Good Times" virus is a hoax perpetrated by a group of kids.

IFTW'S E3 DEBUTS

The first Electronic Entertainment Exposition (E3), produced by Infotainment World and Knowledge Industry Publications, Inc., is set to debut in Los Angeles, May 11-13. Here's a sneak preview of what to expect at the interactive entertainment industry's largest exposition:

- **Walter Miao, VP/technology, LINK Resources, will serve as a panelist for "Facts & Figures," a presentation of 1994 industry-wide sales and projections for the next five years from an independent study conducted by Infotainment World; followed by a Q&A session. (Thursday, May 11 at 1:30 p.m.)**
- **Amanda Hixson, VP/technology and platform development, Reality Factory, will be a panelist, along with representatives from top agencies, on "Madison Avenue Meets the Net," examining the changes in advertising as a result of online technologies. Discover new ways to reach target markets. (Friday, May 12 at 3:00 p.m.)**
- **Hugo Hsuing, director, IDG Asia, will moderate "Emerging Markets Around the World," exploring the market and demographic opportunities for electronic entertainment in other countries. The political and social barriers to introducing technology products and the practical how-tos of entering the market will be addressed. (Saturday, May 13 at 1:30 p.m.)**

"Any IDG staff who have an interest and potential future focus on the consumer market would benefit by attending E3," said IFTW President Patrick Ferrell. "This show will reflect the near- and long-term direction of interactive entertainment software, used primarily by mass market consumers in the home."

IDG employees can get one free pass to the show by calling Becca Patton at: 415-286-2562. For more information call 800-787-EXPO or 914-328-9157.

CELEBRATING 10

Madeleine Spencer

HOME: Swansea, Mass.

JOINED IDC: October 1984, as a sales assistant

CURRENT TITLE: Sales, operation and U.S. administration coordinator

MOST CHALLENGING PART OF YOUR JOB: Leaving the office and going home at night!

INTERESTS OUTSIDE THE OFFICE: Singing, gardening and getting ready for my daughter's June wedding!

DREAM DESTINATION: Australia and Japan

WORDS TO LIVE BY: The caption in my high school yearbook (I'm not telling what year!): "Those who bring sunshine into the lives of others cannot keep it from themselves." (I don't, however, remember who said it.)

MOST REWARDING THING YOU'VE EVER DONE: I'm proud to say that for the past 17 years I have raised a wonderful daughter on my own.

IDC'S MADELEINE SPENCER RECENTLY JOINED IDG CHAIRMAN *Pat McGovern* *for dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

WHAT'S KEPT YOU AT IDC FOR 10 YEARS: The constant learning and challenges that I face on a day-to-day basis. It always makes for an interesting day.

MANAGER'S PROFILE: "Madeleine is at the heart of IDC and efficiently keeps track of almost $50 million a year in U.S. bookings. On top of that, she also is a superb interface with IDC's external and internal clients!"

- ***Kirk Campbell**, president and CEO, IDC*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

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ON THE INTERNET: MONTHLY COLUMN EXPLORES GETTING HOOKED UP
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Takes Home 13 Computer Press Awards

Macworld
Networking Bible
2nd Edition
Fun, Fast, & Cheap!
WINDOWS 3.1 FOR DUMMIES
Quick Reference
By Greg Harvey
A Quick Reference for the Rest of Us!
Macworld
50 Best Products
PC WORLD
LASERS!
Low-Cost Personal Printers From $399
High-Res, High-Speed Workhorses
Top-Rated Network Powerhouses

IDG pocketed a broad range of honors at the Tenth Annual Computer Press Awards, the oldest and most prestigious awards event in technology journalism. IDG dominated the event with 13 nominations, one more than in 1994.

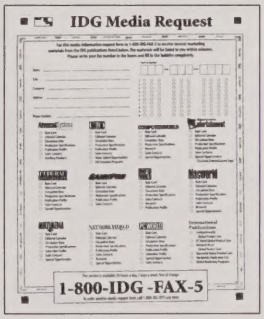
The 1995 competition drew nearly 1,000 entries, which were judged by 75 business and technology journalists. One winner and two runners-up were named in each of the categories based on creativity, presentation, clarity, accuracy and significance to their audience.

Of the IDG contenders, IDG Books Worldwide and *Macworld* raked in three

• CONTINUED PAGE 4 •

Fax Service Gives Clients 24-Hour Access to IDG Marketing Materials

Thanks to an innovative collaboration from IDG Marketing Services and *PC World*, clients can get up-to-the-minute marketing materials from IDG publications any time of the day — or night — they're needed. A project initiated by IMS Director of Marketing **Chris McAndrews**, the IDG FaxFacts service allows clients to receive a variety of custom-tailored information via fax within minutes of making a request.


IDG Media Request

1-800-IDG -FAX-5

"If a media planner is putting together a proposal late one Friday night and realizes he needs a *Macworld* rate card, he can fax us the IDG Media Request Form and receive that information within a few minutes," McAndrews noted. The media request form has been distributed to IDG clients and can also be requested by fax by calling: 1-800-IDG-KITS. For each information request, a lead notification is immediately faxed to the respective IDG publication, including the lead's name, address and phone number, thereby allowing the sales force to follow up. The service operates 24 hours a day, seven days a week.

The FaxFacts service went live on Feb. 1. It is operated by PC World Interactive Fax Products, a unit of PC World managed by **Zornitza Stefanova**. **Adam Block**, technical systems administrator, oversees the technical aspects of the program, ensuring the integrity of the documentation and the operation of the hardware, which resides at *PC World*'s San Francisco office.

Most of IDG's U.S. publications have elected to participate in the program for which they pay a monthly fee of $300 plus 25 cents a minute each time a client requests information.

Each publication determines what information to make available on the service, although most include their rate cards, editorial calendar, circulation data, production specifications and sales contacts. Some publications also offer subscriber and publication profiles, ancillary products and special opportunities.

All IDG business units are eligible to participate in the FaxFacts service, which is available to all of the company's clients and agencies. Direct inquiries to **Julie McGill**, IMS marketing communication manager, at 415-676-3028.

In addition, any business unit interested in working with PCW's Interactive Fax Products group to develop custom applications — from advertiser lead fulfillment by fax to surveys to direct fax marketing — may contact Zornitza Stefanova at tel: 415-974-7353. 🖳

IN BRIEF

CW Professional Development Division Logs Record Performance

Computerworld's Professional Development Division has marked a number of milestones in recent months, reflecting both a "healthy economic climate and a consistent effort by the salespeople to be close to their customers," said Vice President and General Manager **John Corrigan**.

The second quarter of FY95 was the best in the division's history, resulting in $2,500,000 in revenue. The team's stellar performance in January netted the first one million dollar month in the publication's history.

The Professional Development Division, which is responsible for the regular Careers section of *Computerworld*, as well as the annual *Best Places to Work in IS* and *Campus Edition* special issues, finished out the first half of the fiscal year 42% ahead of plan.

Careers Online — an electronic job bulletin board — and the Annual Technical Recruiting Conferences also fall under the division's umbrella. Corrigan says that the recruiting conferences, established in 1991 to help human resources professionals gain new knowledge and resources in hiring IS personnel, demonstrate the depth of *Computerworld*'s commitment to its clients.

Corrigan attributes his division's successes to "a completely comprehensive effort on everyone's part; teamwork and the desire to serve our advertising customers are what drives us."

MacWelt and Ringier Team Up for Digital Imaging Section

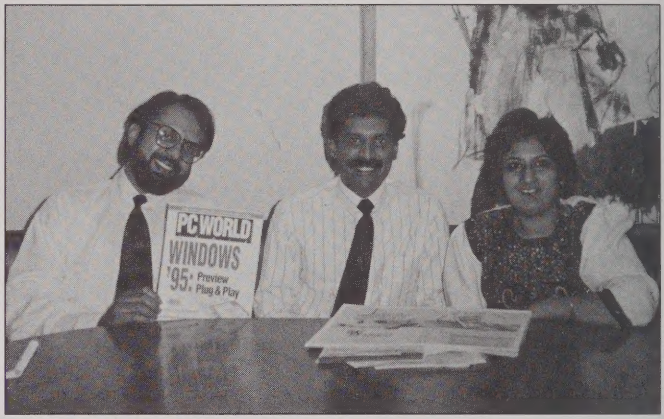
IDG Magazine Verlag in Munich is collaborating on a digital imaging feature with Ringier Verlag, publisher of *fotoMAGAZINE*, *DIGITAL Imaging* and *FOTOwirstshaft*. The 68-page special section, *Digital Imaging Xtra*, will be incorporated into the May issues of *Macwelt* and the three Ringier publications.

The insert is aimed at professional photographers and computer users, but it also offers amateurs insight into electronic image processing. The initial print run will be more than 200,000 copies and will appear twice yearly. The second issue will be published in conjunction with MACWORLD Expo/ Frankfurt in October.

Advertisers have been enthusiastic about the new project and bought 30 pages of ads in the first issue.

Both publishers are responsible for ad sales and share editing duties. Ringier handles layout and graphic design, while IDG is responsible for production.

Indian Licensee Set to Launch *PC World*, *Computerworld*



TIM CLARKE

MEDIA TRANSASIA, IDG'S LICENSEE IN NEW DELHI, INDIA, WILL *launch PC World India in July and Computerworld India in October.* ***Murli Menon*** *(center), editor of the company's existing IT publication C&C, has been promoted to IT publishing director. Menon is joined by PCW Editor* ***Ashish Bhatia*** *and CW Editor* ***Vinita Chawla****.*

IDG PR Database Now Available on Lotus Notes

The IDG PR Database, which contains press releases issued by IDG companies, is available for the use of IDG employees on Lotus Notes. To add the PR Database on your Notes desktop, go to File...Open Database. Double click on your server. Locate the folder containing the database "IDG Press Releases," and double click on it. If you have any problems or questions regarding adding this database, please speak to the Lotus Notes administrator at your location or contact Eirik Gulbrandsen via E-mail.

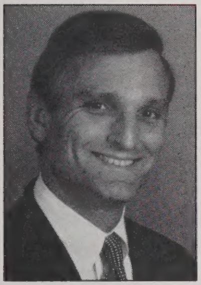
If you would like to have any past, present or future press releases added to this database, please send them to **Nicole Kassel** in IDG's Corporate Communications Department via Notes or via the Internet at nicole_kassel@idg.com.

Germany Posts Circ Firsts

The IDG Magazine company in Munich recently posted two circulation "firsts." *PC Welt*, which is leading the market after three strong years of growth, became the first PC magazine in Germany to have sold more than 250,000 issues twice. Its latest tally was 268,980 copies sold per month in the first quarter of 1995.

During the same time frame, *Macwelt* sold 50,459 copies per month, the first time it had ever surpassed the 50,000 mark. No other German Macintosh magazine has ever sold more copies.

ON LINE



PETER HORAN

The president of IDG Marketing Services is this week's guest columnist.

Q What is IDG Marketing Services' role and how do you see this role evolving?

A IDG Marketing Services supports the sales efforts of IDG's business units around the world. In addition to managing IDG's own marketing, we quarterback IDG's overall relationships with the largest and most strategically important IT vendors. As part of this effort we negotiate corporate advertising contracts, develop marketing partnership programs and help shape our client's view of the marketplace in ways that are favorable to IDG. We want these executives to believe that: IDG's unique network of global resources is important to them; IDG's knowledge of technology markets and marketing gives them a competitive edge; that IDG is continually developing innovative ways to reach their buyers; and that only IDG puts them in contact with the most valuable customers anywhere in the world.

I understand IDG is looking for a director of online business development to work closely with IDG Marketing Services in developing new offerings. What more can you tell us?

Our mission is to match the full range of IDG resources with the client's needs. Currently that centers on publications, trade shows and research. Going forward online will represent an important marketing tool for our clients and for that reason, an important business for IDG. The director of online business development will be at the center of the development of online marketing helping to match customers with IDG's online resources. The measure of his/her success will be the growth of IDG's online advertising revenue. This person will be one of IDG's main representatives at trade shows, forums and client meetings where online advertising is being discussed.

What is IDG Marketing Services' role in IDG's overall online strategy?

One of IDG's greatest strengths is its decentralization. At the same time, this can be confusing to our customers. IDG Marketing Services' role is to make customers aware of the full range of opportunities within IDG. At the same time, we will use our access to the senior management of our clients to gather valuable information that can help the business units develop strategies that will work in the marketplace. We will also aggressively market IDG's online capabilities through advertising, public relations and direct mail.

It seems to me that many of our competitors are ahead of IDG in terms of online offerings. Is IDG's approach to online products too conservative?

Einstein once said, "Never confuse motion with progress." This is essential in this market. Press releases are not progress. "Me-too" implementations are not progress. IDG will emerge as the leader in online for the same reasons we have been successful in our core businesses. We are staying close to our customers. We are investing in quality products. And we are adding unique value. These are the only foundations of sustainable, long-term leadership.

What's the latest on IDG's home page on the Internet?

IDG's home page will be open for business within 30 days. This home page will be targeted at marketing decision makers within client and agency organizations. Our goal is to make it a key resource for these people. We will encourage frequent visits to the home page by providing a steady stream of useful information about technology markets and marketing as well as hyperlinks to IDG's business units.

Why is IDG Marketing Services headquartered on the West Coast?

We are really bicoastal. Although marketing, operations and research are located in San Francisco, we have directors of national accounts in both offices. I am based on the West Coast. **Mike Rogers** (IMS/U.S.'s executive vice president) is based on the East Coast. From these locations we can quickly travel to most IDG customers and business units. **Jennifer Rizzo**, our manager of corporate events, is based at Exeter Plaza. IDG Marketing Services/International, headed up by **Frank Cutitta**, is based in Framingham.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

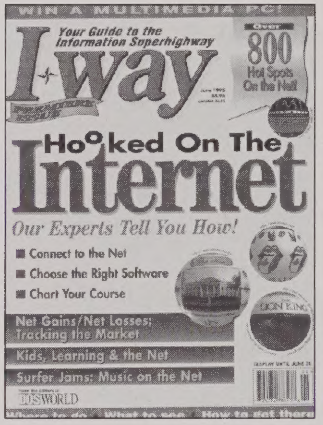
BCP's *I+way* Stresses How-To's of Using the Internet

The first edition of *I+way* magazine appeared on U.S. newsstands, in computer stores and bookstores last week. It is published as a special issue of *DOS World* and uses the tutorial-style editorial Business Computer Publishing employs in its existing publications to present the how-to's of accessing and using the Internet.

"Because we believe the true value of the Internet is in the information you can find there, we plan to concentrate much of our effort on helping you learn to use that information," Consulting Editor George Bond writes in the publication's introduction.

While this issue of *I+way* addresses the basics of getting connected to the Internet, the magazine's central tenet is to show users how to navigate through the Internet's extensive content.

I+way attempts to fill a niche that its creators feel is currently overlooked by magazines devoted to the Internet. "Regardless of the fact that there are a number of Internet publications, I feel strongly that there is a real need for people to be shown how to do things," said Business Computer Publishing President **Jeff DeTray**. "A publication's editorial should not always assume a high level of technical expertise."


WIN A MULTIMEDIA PC!
Your Guide to the Information Superhighway
I+way
Over 800 Hot Spots On the Net!
Hooked On The Internet
Our Experts Tell You How!
Connect to the Net
Choose the Right Software
Chart Your Course
Net Gains/Net Losses: Tracking the Market
Kids, Learning & the Net
Surfer Jams: Music on the Net
LION KING
DOS WORLD
Where to go · What to see · How to get there

Acting as their own MIS directors

DeTray describes *I+way*'s target audience as computer literate individuals with the interest or need to be on the information superhighway but who are not privy to professional IS support. In a sense, these people are "their own MIS directors," DeTray said.

A special section, "You Can Get There From Here," contains a list of descriptions of newsgroups and discussion areas that users can access on the Internet.

I+way will have an initial distribution of 150,000, and a second issue is planned for September. The project is spearheaded by Editorial Director **Michael Comendul** and John Levine, co-author of *Internet For Dummies* ™, will serve as consulting editor for the second issue.

For more information, contact Jeff DeTray at tel: 603-924-7271.

PRESS

continued from page 1

awards apiece, *PC World* and *InfoWorld* each took home two awards, and *Federal Computer Week*, *Computerworld* and *Advanced Systems* collected one each.

At the awards ceremony, held for the first time on the West Coast at San Francisco's Cypress Club, keynote speaker Terry Schwadron of *The Los Angeles Times* lauded the convergence of mainstream and technology media.

Head to head with general press

That convergence was evident in the structure of the Computer Press Awards themselves. Rather than have separate categories for general press and computer-specific press as in past years, this year the two competed head-to-head, making the selection of finalists even tougher. According to *Macworld* Executive Editor **Galen Gruman**, a past president of the CPA, given the increasing coverage of computer technology in the general press, and the increasing knowledge of the journalists in that field, it made sense for them to compete directly with the computer presss.

Another change in the 1995 awards was the elimination of newspaper categories based on size of circulation. Instead, the newspaper categories were based on the type of audience; for example, broad interest vs. trade.

IDG finalists

IDG Books Worldwide had winners in two categories. *Windows 3.1 for Dummies,™ 2nd Edition* won in the Introductory "How-To" Book/Software category (Andy Rathbone, author; Julie King, project editor; **Mary Bednarek**, editorial manager); *Macworld Networking Bible, 2nd Edition* won in the Advanced "How-to" Book/Systems category (Dave Kosiur and Joel Snyder, authors; **Andy Cummings**, project editor). IDG Books was also a runner-up for *The Internet for Macs for Dummies*™ in the Introductory "How-To" Book/Systems category (Charles Seiter, author; **Shawn MacLaren**, copy editor; **Mary Bednarek**, editorial director).

IDG swept the Software Product Review category. The winner was "Live Picture 1.5.5" by Deke McClelland and **Carol Person** (editor), *Macworld*. Runners-up were *InfoWorld*'s **Steve Irvin** and **Lisa Stapleton** for "AlisaMail: The Best Yet, But Don't Attach Your Sales Contract" and **David Burnette** and **Cedric Higgins** of *Advanced Systems* for "Lotus Notes: The Agony and the Ecstasy."

PC World's **Michael Lasky** and **Steve Fox** won the "How-To" Feature or Series category with "Windows Detective: Solving the Mysteries of Error Messages." In the same category, *Macworld*'s James Martin and **Cathy Abes** (editor) earned a runner-up slot for "Are You Breaking the Law?"

IDG took both runner-up slots for the Outstanding Columnist category. *Macworld*'s Deborah Branscum (editor) and Steven Levy were honored for "Iconoclast" and *PC World*'s **Roberta Furger** was recognized for "Consumer Watch by Roberta Furger."

Runner-up in the Breaking News Story or Series category was "Hackers Storm DOD Nets" by *Federal Computer Week*'s **Bob Brewin** (editor) and **Elizabeth Sikorovsky**. **Paul Gillin** of *Computerworld* was named a runner up in the Computer-Related Opinion or Editorial category for "No Guts." For Hardware Product Review, *InfoWorld*'s **Ean Houts**, Jeff Angus and **Bob Gale** earned a runner-up award for "CD-R: Out of the Oven and Piping Hot."

IDG Job Opportunities Update

Monday May 1, 1995

MANAGING DIRECTOR, CUSTOM PUBLISHING (CIO)
The successful candidate will launch the Custom Publishing Program. Individual will create the product line and develop processes for selling and implementing products. A minimum of 5-10 years experience required. Masters degree preferred.

SENIOR WRITER (NW)
Network World is looking for an experienced reporter to cover a mix of technologies related to client/server applications. Individual should have a proven ability to break news and consistently produce trend, analysis and user profile stories. Knowledge of technologies including databases, messaging, groupware, imaging and videoconferencing a plus.

RESEARCH MANAGER, PRINTERS (IDC)
The Printers Group is looking for an individual with sharp communication and analytical skills. This position includes extensive writing, providing competitive analysis/forecasts, primary research and consulting to manufacturers on future products. A solid foundation of research techniques and knowledge of the printer market required. Presentation skills a plus.

IS / NETWORK ADMINISTRATOR (EMS)
The ideal candidate must have strong UNIX, Solaris and TCP/IP networking skills. Individual will manage a mixed platform TCP/IP network as well as several UNIX and Solaris servers. Experience with internet information services (especially HTTP) required. Knowledge of SQL and C/PERL a plus. Responsibilities will include managing a small team of individuals involved in ongoing, multi-client Internet WWW server/home page maintenance.

INTEGRATION ENGINEER (EMS)
The individual in this position will help develop tools for the integration of component tool pieces in the Technology and Tools Suite. Must have a working knowledge of UNIX, PERL and experience working with TCP/IP based platforms on which they will reside. Candidate should have an understanding of publishing in the areas of production and page layout, multi-format text conversion from Quark and other page layout programs to HTML and ASCII, plus an understanding of graphic formats and conversion techniques. Experience in the definition of user interfaces for the Internet as well as other traditional on-line services such as AOL, CompuServe and Prodigy desired. BA/BS degree or relevant experience required.

USER INTERFACE DESIGN EXPERT (EMS)
Ideal candidate should have experience in designing user interfaces for multiple operating systems including Windows, Macintosh and UNIX. Must have knowledge of the Internet and other general on-line services such as America Online and CompuServe. A thorough understanding of HTML, HTTP and CGI essential. Experience with PERL a plus. Candidate should be open to exploring new methods of visual communication and user interaction independent of client platforms. Graphic design skills necessary. BA/BS in a interface design, cognitive sciences, architexture or related field a plus.

IDG Job Opportunities Update
Monday May 1, 1995

BUSINESS MANAGER (TMP)
This position is responsible for financial planning, reporting, forecasting and analysis, and for providing operational information and strategic guidance to the Digital Video Magazine. A BS in Accounting or equivalent experience required. A minimum of 3-5 years experience creating financial forecasts, writing, implementing and administering budgets, developing financial reporting systems plus knowledge of general accounting procedures required. Proficiency in Excel and knowledge of Lotus 1-2-3 preferred. Previous publishing experience a plus.

TEST DEVELOPER, APPLICATIONS (IW)
The successful candidate will develop tests and perform benchmarking for application development products and serve as a resource to fellow team members during the review process. Individual must have knowledge of Windows, Unix, OS/2, C++, SQL and MFC. Experience as a professional programmer and/or background in testing/quality control ideal. Communication, problem-solving and programming skills necessary. This position requires initiative and imagination.

SALES REPRESENTATIVE, DISPLAY (IW)
The individual in this position will be responsible for prospecting and maintaining advertising space for InfoWorld's Display Edition. A minimum of 3-5 years of outside ad sales experience required. Strong knowledge of the computer industry essential.

EXECUTIVE ASSISTANT - DUMMIES PRESS (IDG/B)
Candidate should have a minimum of 3 years experience in a fast paced environment. Individual must be MAC literate using Word, Excel, some graphics and/or DTP preferred. Responsibilities will include providing administrative support to the Sr. Vice President, handling travel arrangements and planning meetings. Excellent organizational and communication skills required.

SENIOR MEMBER, TECHNICAL STAFF (PCW)
The individual in this position will be responsible for managing the Novell network.. Duties will include developing, implementing, maintaining server strategy for managing upgrading mail and data communications. Individual will oversee the sourcing, ordering, installation and upgrading of computer hardware and peripheral equipment for PCW. Candidate will also be responsible for training and act as end-user liaison with communications. He/she will guide and direct other members of the technical staff.

MEMBER, TECHNICAL STAFF (PCW)
The technical staff member will be responsible for monitoring and maintaining the networks and servers in addition to the communication services. Duties will include ordering, installing and upgrading computer hardware and peripheral equipment. This position requires significant end-user liaison with communications and some training responsibilities.

IDG Job Opportunities Update

May 1, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Senior Programmer Analyst	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Director, Online Business Development	East/West Coast	M. Neece	(508)935-4149
IDG/CSC	Associate Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	IS NETWORK Manager	Boston, MA	S. Brown	(508)935-4099
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Rsch.	P/T Office Manager	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
IDG/IPS	VP of Licensing (Exhibitions)	Boston, MA	D. Hill	(617)423-9030
IDG/User	Account Director (5)	MA/NY/TX/CA/OH	M. Koethe	(508)935-4531
IDG/User	Research Director/ Transition Econ. Svc.	MA/VA	M. Koethe	(508)935-4531
Object World	Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
Object World	Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
FCW	Graphic / Production Artist	Falls Church, VA	T. Guest	(508)935-4766
NW	Senior Writer	Framingham, mA	M. Cornetta	(508)935-4734
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Specialist	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)925-4192
NW	Systems Engineer / Online Services	Framingham, MA	M. Cornetta	(508)935-4734
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
IDC	Research Manager, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Receptionist	Mt. View, CA	E. Martin	(508)935-4649
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst , Telecom	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Systems Support Specialist	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Administrative Assistant, Publications / IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Copy Editor	Framingham, MA	A. McCrory	(508)879-0700
CWI	Editor, Electronic Services	Framingham, MA	S. Perry	(508)820-8160
CWI	Information Systems Support Specialist(2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Western Regional Sales Manager	Burlingame, CA	S. Perry	(935)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr., Electronic Media	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CW/RT	Telemarketing Respresentative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
EMS	IS / Network Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	Integration Engineer	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	User Interface Design Expert	San Mateo, CA	D. Vieraitis	(415)312-0566
TMP	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
TMP	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Test Developer, Applications	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Representative, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editorial Events Administrator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Senior Sales Assistant	Framingham, MA	L. Schmid	(415)312-0669
IW	Sales Rep. - Demographic Editions	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

May 1, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporter / Senior Writer	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
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ON THE INTERNET

Getting Wired

This feature, contributed by Eric Zimmerman of Computerworld's IS department, will appear monthly to address issues related to understanding and using the Internet. If you have specific questions you would like to see answered, please send them to IDG World Update via fax: 617-423-0712; Lotus Notes: World Update or the Internet: world_update@idg.com.

There are many ways to be connected to the Internet, and different kinds of connections allow the use of different services. Being "wired" and "surfing" the net usually mean the connection supports a World Wide Web (WWW) browser, such as Mosaic, Netscape or NetCruiser. So before you can go surfing, you need to get the right connection.

There are two common ways to get wired. The first is via a "dedicated" or "network" connection. This generally means that your office network is connected to the Internet via a dedicated line to a local Internet Service Provider (ISP). While this connection may take some effort for an IS department to start up, it then becomes fairly easy for a user to take advantage of this connection.

The second way to get wired is via a modem. With a modem and special software (look for SLIP, PPP, or TIA), your computer can connect via a regular telephone line to an ISP. This solution is usually slower than a dedicated connection, but if you have a computer and modem at home, this is the way to go.

Finding an ISP is the hard part. Most ISPs operate locally, although several big players are rolling out nationwide access (MCI, IBM, CompuServe and others). The two best places to find out about a local provider are from someone who already has a connection and, paradoxically, on the Internet itself. There are also some one-stop shops for Internet access (Spry's Internet in a Box and OS/2 Warp, for example).

A good ISP should be able to walk you through the process of making this connection work by providing information on how to procure needed software, helping you set up your connection and providing a quick push as you launch yourself into the surf.

Costs vary widely. I pay $29 for 40 hours of connection time with my ISP in the Boston area, which is a reasonably competitive price for Boston. Once you find your ISP and are all set up, you are ready to go.

Next time, we'll head off and browse the WWW!

Win Fame and Fortune

Win an *IDG World Update* T-shirt and Eric's undying gratitude for the best replacement for the word "surf". If the name sticks, you might become famous! Send your entries to :World Update (Notes) or world_update@idg.com (Internet).

Just the FAQs

Q Can you please explain the term "FAQ?"

A FAQ stands for "frequently asked questions." FAQs are documents stored on the Internet that contain questions and answers on a particular subject. They are absolutely critical for any user about to enter any Internet community. As many discussions on the Internet are ongoing, newly arrived members may find themselves lost. Reading a FAQ, which is usually based on previous discussions, helps orient the "newbie." One of the FAQs for a discussion group on aquarium fish, for example, gave me all sorts of tips and tricks on growing plants for my tank.

As with many abbreviations on the Internet, there is no one way to pronounce "FAQ". I've heard it pronounced as "FAK" and as "F-A-Q". Fortunately, as you will usually *type* "FAQ", this rarely becomes an issue.

WHAT YOU'LL NEED

REQUIRED HARDWARE FOR MODEM USERS:

- **For minimum acceptable performance, you will need a 386 PC with 4 MB of RAM or, if you use a Mac, a Mac II or better. A 14.4 modem is recommended.**

SOFTWARE CHECKLIST FOR MODEM USERS:

- **Your ISP should provide you with the necessary software or with information on how to procure it. Most of it is free.**
- **A TCP/IP "stack" (on the Mac this is MacTCP; on PCs there are several available packages). With this, your computer can speak to other computers.**
- **A PPP or SLIP program (on the PC these are often included with the TCP/IP packages; on the Mac look for MacPPP and InterSLIP). With this, your TCP/IP stack can work with your modem.**
- **An E-mail package — I recommend the freeware version of Eudora (freeware is software available at no cost).**
- **A WWW browser — Mosaic and Netscape are the most popular browsers on the Internet right now. Mosaic is freeware and Netscape is free for evaluation use.**
- **A Usenet newsreader. The Usenet is a worldwide bulletin board system with thousands of discussion groups. A newsreader allows you to read these groups and post to them. Netscape has a built-in newsreader, but there are specialized Newsreaders available as well.**

CELEBRATING 10

Ingrid Holzbauer

HOME: Rosenheim, Germany

JOINED IDG: October 1984 as a secretary in *Computerwoche*'s display advertising department.

CURRENT JOB: Similar responsibilities, in addition to working with **Michael Freter**, the assistant to the Managing Director **Ralph Peter Rauchfuss**.

MOST CHALLENGING PART OF YOUR JOB: Trying to be very flexible and having all the necessary knowledge at my fingertips.

BEST PART OF YOUR JOB: Being allowed to work independently. It's never a boring job, and my colleagues are great.

JOINED IDG BECAUSE: I wanted to do something new and challenging.

WHAT'S KEPT YOU HERE 10 YEARS: The atmosphere here, the challenging and interesting work, the variety and being able to work independently.

OUTSIDE INTERESTS: Learning about different cultures and religions, skiing and waterskiing, spending time with my family.

COMPUTERWOCHE
FOCUS
Mehr
durch
verteil
Rechn

IDG CHAIRMAN PAT McGOVERN AND HIS WIFE LORE ESCORTED ***Ingrid Holzbauer*** *(center) to dinner at one of Munich's finest restaurants in honor of her 10 years of service with the compnay.*

DREAM JOB: Being an astronaut and flying aboard the space shuttle.

WORDS TO LIVE BY: "It's important to respect nature and live in harmony with it."

MANAGER'S PROFILE: "With her ability to manage the different characters on our sales team — and me — Ingrid is without a doubt someone who has great value to all of us. I would not want to be without her!"

- ***Karin Giffhorn****, advertising manager, Computerwoche*

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

"Buying IT" Study Identifies Top Brands in Europe

IDG Marketing Services/Europe introduced the results of its first full-fledged research study, "Buyers & Your Brand," at client presentations in London last month. More than 30 clients and agencies learned about the role brand loyalty plays in the purchase decision, which are the most powerful brands and why, and what economic advantages brand loyalty gives vendors in the marketplace.

"Buyers & Your Brand" is a complementary study to the Wave V research sponsored by IDG Marketing Services/U.S. last December as part of the "Buying IT in the '90s" series. For its survey, IDG Marketing Services/Europe commissioned Infratest Burke in London to interview more than 1,400 IT professionals, managers and users in the U.K., France, Germany, Italy and Sweden. The report focused on the relationship between customers and the specific brands of personal computing products they buy, broken down by desktop PCs, laptop PCs, application software and laser printers.

Responses to questions in four categories — price premium, customer commitment, brand advocacy and preference among non-customers — combined to measure the strength of indi-

• CONTINUED PAGE 4 •

IDG Takes Home Honors for Marketing Communications Efforts

Corporate booth, *Computerworld* brochure cited for excellence

IDG
IDG
IDG
IDG
IDG Global NewsWire
LOTUS
IDG Newsletters

IDG'S NEW CORPORATE TRADE SHOW BOOTH ALLOWS PARTICIPATING BUSINESS *units to maintain a high profile while emphasizing the global strength of the IDG family.*

Not only does IDG produce superior products, it knows how to tell the world about them. So said the six judges of the first annual Icon Awards, who summoned IDG to the winner's circle not once but twice to accept awards in two marketing communications categories.

Organized by *Marketing Computers* magazine and sponsored by *BusinessWeek,* the competition attracted over 700 entries in 21 categories and was designed to honor the best marketing communications efforts for hardware, software and related fields.

Taking home honors for IDG were the company's new trade show booth, which scooped up second place in the Trade Show Exhibit category, and *Computerworld*'s Customer Vendor Brochure, which claimed a bronze medal in the Print Collateral category.

IDG's corporate booth made its debut

• CONTINUED PAGE 5 •

IN BRIEF

Computer! Totaal Reaches 100,000 Circulation Mark

Computer!Totaal reached the 100,000 paid circulation mark in March, becoming the first computer magazine in the Netherlands to attain that milestone.

In the process, *Computer!Totaal* passed its archrival, VNU's *Personal Computer Magazine*, which has a paid circulation of 91,000.

COMPUTER!TOTAAL
OP DE BUS
E-mail van Lotus, Microsoft en Novell
BLIK OP
Tien monitoren bekeken
15 INCH
Philips, Peacock, NEC (2), Iiyama, ADI, Mitsubishi, CTX, Mag, Eizo
TOP 15
Zeven pc's getest, de eerste Intel Pentium 120 en... een nieuwe nummer 1!

Computer!Totaal's subscriber base includes the 70,000 members of the Hobby Computer Club, the country's largest computer association, and newsstand sales of about 30,000. Paid circulation has been increasing at the rate of 750 subscribers a month, and the outlook is good for continued growth.

According to Marketing Manager **Pauline Wortel**, several factors have contributed to *Computer!Totaal*'s impressive circulation growth. These include a publication redesign in September 1994, frequent use of cover mounts and enticing editorial such as a debate about the merits of OS2/Warp vs. Windows '95. The publication also recently introduced a section called the Top 15, a ranking of new personal computers tested by the magazine's staff.

IDC Government Serves Up Tea and Briefing Sessions

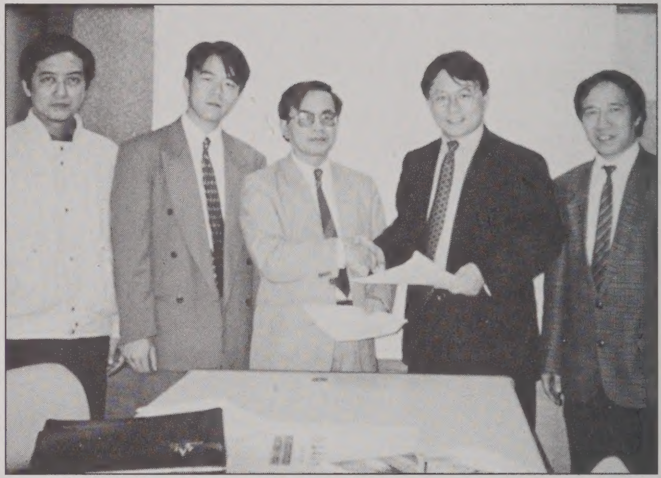
Looking for an alternative to the traditional breakfast briefing sessions for prospective clients, IDC Government Market Services took a hint from the balmy weather of the new season. Decked in spring hats, Research Analyst **Jan Morgan** and Senior Research Analyst **Vicky Wolcott** hosted an afternoon tea recently at the Ritz-Carlton in McLean, Va.

"The hats were a great ice-breaker," Wolcott said. "Of the 10 guests attending, Jan and I knew them all by phone but had only met a few of them. The hats gave everyone something to talk about instantly!"

Featured alongside a variety of tea, sandwiches, warm scones and Devonshire cream were copies of IDC/GMS Vice President **Steve LeCompte**'s presentation on "A comparison of the Federal and Broader IT Markets," which the group discussed.

Everyone declared the tea a success, and IDC Government Market Services plans to hold them quarterly — hats for guests will be optional.

Vietnam Computerworld Expo Set for November Debut



PARTICIPANTS AT THE SIGNING FOR THE VIETNAM *Computerworld Expo were (left to right): **Dr. Nguyen Trong**, publisher, PC World Vietnam; **Gary Fung**, vice president, IDG World Expo/Hong Kong; **Prof. Phan Dinh Dien**, vice chairman, Vietnam Association of Information Processing (VAIP); **Hugo Hsiung**, director, IDG Asia and **Dr. Nguyan Guy Son**, general secretary of VAIP.*

IDG has signed an agreement to sponsor Vietnam Computerworld Expo in November, becoming the first U.S. company to sponsor a computer show since the U.S. lifted its Vietnam trade embargo one year ago.

The November 1-5 show at the Culture Palace in Hanoi will take place in conjunction with the government-sponsored Vietnam Informatics Week (IT Week), which was launched eight years ago to help popularize information technology. IBM, DEC, Compaq and AST were among the vendors at last year's IT Week; IDG was appointed manager of this year's IT Week.

"With PC installations growing at an annual rate of 40% during the past two years, Vietnam is one of the fastest-growing IT markets in Asia," said IDG Chairman **Pat McGovern**. "This expo gives vendors from around the world an opportunity to tap into Vietnam's dynamic growth and begin building relationships and establishing local identities."

IDG was also the first American company to enter Vietnam's information technology publishing market when it launched *PC World Vietnam* in November 1992. With a paid circulation of over 20,000, *PC World Vietnam* is the country's top IT publication.

For more information, contact Hugo Hsiung, director of IDG Asia, on Lotus Notes, at Internet address h.hsiung@-idg.geis.com or fax: 617-236-4276.

ON LINE

PAT McGOVERN

IDG's chairman is this week's columnist.

Q Several IDG competitors have launched publications covering the Internet and online activities. Does IDG have any plans to offer such publications?

A Based on our several studies on the information needs of active Internet and other online service users, it is clear that there is a very active market for information as evidenced by the number of books and special reports being sold and the substantial attendance at seminars and conferences on the subject. However, the buying activity of these users has been small since much of the services on the Internet are free and online shopping is still in its infancy. Therefore, advertiser interest in this audience has been limited to date.

IDG is planning to participate at several levels in this emerging publishing opportunity. In the U.S., this spring, we will be launching *NetGuide*, a magazine for Internet users, online enthusiasts, and professionals working in the online industry. And, we have recently launched a newsstand publication called *I+way* as a guide to learning how to get online and how to navigate through the different services. Outside of the U.S., we have a number of initiatives such as the *Net* magazine being published in the Netherlands. As electronic commerce becomes a more important part of online applications, IDG expects to increase the number and frequency of its periodical services in this emerging market.

What is IDG's strategy for the home market?

In the U.S., for example, there are 38 million homes with computers in use. However, the so-called "home computer" publications have circulations of 400,000 or less. Therefore, their reach is only 1%, grossly inadequate to serve the interest of the advertiser. As a consequence, after initial growth in advertising during the holiday shopping season last fall, the advertising in these publications has been declining, and the early advertisers report disappointing results.

IDG believes the best way to serve the so-called home market is not by thinking of the home as a location, but rather by thinking of the people in the home as being interested in applications. Therefore, IDG publishes *GamePro* for the video game users in the home, *Electronic Entertainment* for the computer game users, *Multimedia World* for active CD-ROM users in the home, etc. We also partner with large consumer magazines and newspapers to offer significant reach to the home market. For example, *PC World* had a special report on educational software, which was circulated in *Child* magazine and *PC World*; IDG Switzerland prepares *PC Tip*, a newspaper supplement in a leading Swiss daily, and we have similar partnerships in other countries where our editorial content of interest to the home user can be circulated through the established distribution of a major daily newspaper or consumer magazine.

What is your opinion of the recent move by the U.S. Government to block Microsoft's acquisition of Intuit?

The government is reacting to the threat that Microsoft's control of the PC operating system can potentially give it dominance in electronic commerce by controlling ready access to online networks where banking and shopping will be done in the future. Through its acquisition of Intuit, it can dominate the market for online banking and, through that, grab a large share of the huge market developing for electronic commerce. I believe the result of the government action will be for the IT industry and its customers to be heard on this important issue and, thereby, ensure an open and competitive marketplace in the future.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

Telecom Product World Off to a Strong Start in Chinese Market

Telecom Product World, a new publication from IDG China and one of its joint venture partners, the Institute of Science and Technology Information of China (ISTIC), got off to a strong start earlier this year. The 111-page January issue had 35 ad pages and the February issue included 41 ad pages. The March and April issues closed with 47 and 50 ad pages, respectively.

The publication covers some telecommunications industry news but focuses more on product reviews, technology analysis, market trends and management issues.

In comparison, IDG and another joint venture partner, China News Agency in Chengdu, Sichuan Province, publish *China Telecom World Weekly*, which covers news of China's telecommunications industry, features and product pricing.

Telecom Product World has a circulation of 25,000, with over 5,000 paid subscribers. **Mr. Liu Zhao Dong**, director of ISTIC, is the publisher. **Hugo Hsiung**, who is director of IDG Asia, as well as president of IDG China Ltd., serves as the editorial director and **Mr. Xu Hai Cu** from ISTIC is the executive editor.

"The Chinese telecom market has grown at over 30% annually in the past three years," said IDG Chairman **Pat McGovern**. *"Telecom Product World* magazine was launched at the right time to provide quality information services to the booming Chinese telecommunications industry."

The publication's paid subscription has been growing steadily and is expected to reach over 12,000 by the end of this year.

BUYING IT

continued from page 1

AMONG THE MEMBERS OF THE EUROPEAN IDG *Marketing Services team involved in the recent "Buyers & Your Brand" client presentations were: Office Manager* ***Lisa Copland*** *(seated); (back, from left): Research Director* ***Richard Buckley****, Sales Director* ***Paul Shalet****, Vice President/Consulting* ***Kim Myhre****, IDG Marketing Services/Europe President* ***Jeff Meers****, Events Director* ***Gill Warren*** *and Client Services Manager* ***Corien Niezing.***

vidual product brands on the IDG Brand Power Index. Of the 13 brand leaders identified in the study, the top three brands in Europe in were: 1) Microsoft software, 2) Hewlett-Packard printers and 3) Hewlett-Packard desktops.

In the U.S. survey, by comparison, Apple desktops ranked as the top brand, followed by HP laser printers and Apple portables, but Apple desktops ranked 12th in Europe. According to **Richard Buckley**, director of research for IDG Marketing Services/Europe, the reasons for the variation could be attributed to several factors. Apple, for example does not advertise in Europe as much as it does in the U.S., and allocates its advertising dollars differently in Europe from country to country. As a result, Apple is stronger in France compared with some of the northern European countries.

Another difference between the U.S. and the European brand surveys — conducted in one country vs. across five — is the impact of cultural differences. Although they can't be quantified, cultural influences have to be taken into account when making presentations about European research in a way that isn't necessary for U.S. research, Buckley said. For example, people from one culture in Europe may be vocal about their willingness to pay any price for a particular brand, although their buying behavior may reflect otherwise, while people from another culture may be consistently cautious.

Overall, however, the general conclusions of the European study mirrored those of its U.S. counterpart:

- Brand is the key factor in the buying process.
- Brand is the sum of everything the buyer knows about the product and the company.
- A strong brand offers critical competitive advantages.
- Managing brand involves clarity, consistency and customer focus.

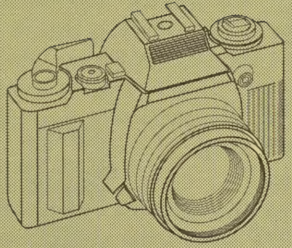
As an adjunct component to the next round of brand research, IDG Marketing Services will try to encourage European vendors to sponsor more client-focused surveys that would target their specific industries, such as modems. "We've worked hard to develop the IDG Brand Index, and it could be used to help vendors understand how the branding process works in their particular niche," Buckley said. "Plus, it could be a highly effective way to bring in new business."

For more information on "Buyers & Your Brand" or to obtain a copy, contact Richard Buckley at tel: 44-1784-461324 or fax: 44-1784-461325.

TOP BRANDS IN EUROPE

1. Microsoft Software
2. HP Printers
3. HP Desktops
4. IBM Laptops
5. IBM Desktops
6. Compaq Desktops
7. Compaq Laptops
8. Novell/WP Software
9. Lexmark/IBM Printers
10. Lotus Software
11. Apple Laptops
12. Apple Desktops
13. Dell Desktops

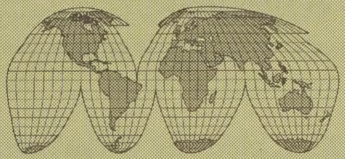
Source: IDG Brand Power Index, IDG Marketing Services/Europe



IDG World Update presents:

A Day in the Life of IDG

(With your help, of course!)



In January, *IDG World Update* brought you "A Day in the Life of the Corporate Support Center." Now we would like to build on that theme and produce a special, expanded edition of the newsletter focusing on the activities of IDG/IDC employees around the world. We have selected **Tuesday, May 23** as the day we would like to document.

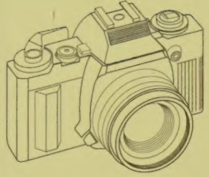
We are asking that each office — whether staffed by one person or 100 — contribute at least six photographs depicting employees at various stages of the day. Pictures may be taken at home as employees say good-bye to their kids for the day, en route to work at the local doughnut shop, as people begin to walk through the door at the start of the day, during a meeting, at the coffee machine, on a lunch break, working at a desk, sending a fax, talking in the hall, leaving the office at the end of the day, boarding the train or bus or at any other moment, great or small during the day. The idea is to show the variety of activities IDG employees are engaged in during a typical day.

Photographs may be black and white or color. People depicted should be identified by name and title. A brief description of what the people are doing and approximately what time the photograph was taken, along with the photographer's name should also be included. **We must receive the photographs no later than Friday, June 17** in order for them to be included in the issue. Pictures may be sent to: *IDG World Update*, 41 West Street, 7th Floor, Boston, Mass. 02111.

Our goal is to represent every IDG business unit around the world in this issue. So please, get out those cameras and get ready to make your colleagues stars!

Questions? Please call 617-423-9030, fax 617-423-0712 or send a note to World Update (Lotus Notes) or world_update@idg.com (Internet).

Photo Contest



As part of our special issue devoted to A Day in the Life of IDG, *IDG World Update* is sponsoring a photo contest. *IDG World Update* T-shirts, imprinted with a Rich Tennant cartoon, will be awarded to the best photograph submitted for the issue in each of the following categories:

- **On the way to/from work (at home, commuting, breakfast, arriving at/leaving office)**
- **Doing your job (On the phone, at your desk)**
- **Lunch shot (solo, group, in the office, at a restaurant)**
- **With a customer**
- **Office break (at the coffee machine, chatting in the hall, stress buster, etc.)**
- **Group shot**
- **Meeting shot**

REMEMBER: Your photographs must all be taken on Tuesday, May 23. Please be sure to include your name, the names of the people in the photograph (and their titles), the time the photograph was taken, and a short description of the activity taking place on the back of each photo you submit. You may submit as many photographs as you wish. *IDG World Update* will hang on to all photographs we receive unless you request that we return them.

Some tips for creating T-shirt-winning photographs!

- Try to get as close as possible! Have your subject fill the frame with as little background included as possible.

- Photograph the subject from at least two different angles. Have the subject change poses at least once.

- Be aware of what is behind the subject's head. If a person is standing in front of a shelf, for example, be sure that the shelf doesn't look like it is dissecting the person's head!

- Avoid direct sun on the subject or shadows covering the subject. Be wary of "hot spots" (light reflecting off someone's forehead, for example.)

- Don't be afraid to try candids and poses that show the subjects expressing themselves. Have fun and be creative!

- When sending prints, please label the subjects by: identifying them on a separate piece of paper, or typing names on a label that is then applied to the back of the photo, or writing in ink in small letters on the back of the photo. BE SURE TO LET THE INK DRY BEFORE STACKING THE PHOTOS TOGETHER. DO NOT USE FELT TIP PEN UNDER ANY CIRCUMSTANCES!

IDG Job Opportunities Update

Monday May 8, 1995

FINANCIAL ANALYST (IDG/CSC)
The individual in this position will be analyzing and reporting consolidated actual and projected financial results, reviewing strategic plans and operating budgets and providing analyses to senior management. Ideal candidate should possess a BS in finance, excellent spreadsheet skills and 1-3 years experience in financial planning and analysis. Excellent communication skills necessary. Publishing experience and/or MBA a plus.

BOOKKEEPER (IDG)
The ideal candidate will be responsible for Accounts Receivable, Accounts Payable and General Ledger data input for one or more of IDG's subsidiary companies. Duties will include vouchering A/P, entering A/R and cash, and posting A/R and A/P to General Ledger. A minimum of 2-4 years experience as a full charge bookkeeper required. Individual must be proficient with Lotus 1-2-3. Previous accounting courses required.

MANAGER, PERSONAL SYSTEMS CONSULTING (IDC)
This position is a project manager for custom consulting projects covering personal systems, peripherals and distribution arenas. Projects include market and competitive analysis, market sizing and forecasting, project and technology assessments, user requirements, business and market plan development and entry and growth strategies. Strong project management skills are necessary. Computer industry analyst and/or market consulting experience required. MBA preferred.

SALES REPRESENTATIVE, DISPLAY (IW)
The individual in this position will be responsible for prospecting and maintaining advertising space for InfoWorld's Display Edition. A minimum of 5 years of outside ad sales experience required. Strong knowledge of the computer industry essential.

COMPOSITOR (IDG/B)
The individual in this position will merge prepared text and graphics into complete pages, including initial layout of the book as well as correction and reprint cycles. Duties will include assisting with design, creating new icons and graphics, compling indexes and TOC's, preparing final elements for the printer and correcting printer's proof. Strong knowledge of Apple Macintosh computer and QuarkXpress necessary. Understanding of MS Word, Aldus, Freehand and Adobe Photoshop a plus.

DEVELOPMENTAL EDITOR (IDG/B)
Successful candidate will be responsible for developing books conceptually and managing the writing and technical editing process. Individual will establish relationships with hardware and software vendors. Duties will include working with signed authors and developing approved proposals for books into workable outlines as recommended and reviewed by manager. Individual will commission outside technical reviews or developmental edits for each project, making sure that reviewers maintain publication schedules. Must be Macintosh literate with knowledge of MS Word, Aldus Pagemaker, DOS, Windows and Hijack. A minimum of 2 years publishing experience required. Degree preferred.

BRAND MANAGER (IDG/B)
The individual in this position will be responsible for developing a marketing plan for each of 40 new titles per year targeted at professional software engineers. Candidate should be experienced in the area of software development as well as managing design, copy, publicity, advertising and all aspects of product launch. Duties will include managing the creation of covers, catalog copy and all sales collateral material.

DIRECTOR OF DISTRIBUTOR SALES (IDG/B)
The Director of Distributor Sales will work within the International Sales department and be responsible for sourcing and selecting distributions worldwide and managing Account Managers. Duties include developing plans to increase sales to Spanish speaking countries. Travel required. BA/BS degree plus 7-10 years International Sales/Sales Management experience necessary. Product and industry experience a plus.

DIRECTOR OF INTERNATIONAL MARKETING (IDG/B)
Ideal candidate will be responsible for launching the export sales of new titles and maximizing export backlist revenue for all presses within each country. Responsibilities include creating and managing a high volume product introduction and promotion process in multiple markets. This position requires a BA/BS plus 5-7 years international marketing management experience.

REGIONAL ACCOUNT MANAGER / E2 (IFTW)
The primary responsibilities in this position will include advertising sales, prospecting, qualifying, customer support, file maintenance and report generation. Demonstrated closing and creative problem solving ability necessary. Excellent communication skills essential. A minimum of 5 years advertising sales experience required. Prior sales experience in the consumer publishing industry plus knowledge of entertainment products and the marketplace preferred. Travel required.

SALES ASSOCIATE / GAMEPRO (IFTW)
The individual in this position will be responsible for customer service, database management, mailings and general administrative functions in servicing advertisers. Macintosh proficiency (Microsoft and Excel) required. Strong communication and organizational skills necessary. Time management skills a must.

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/RTI/CWDD	Susan Perry	(508)820-8160
	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services	Mary Cornetta-Brown	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
	Elizabeth Martin	(508)935-4649
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC/IMS	Piper Fowler	(508)935-4796
FCW/Infovision Int'l. Inc.	Michele Koethe	(508)935-4531
	Theodora Guest	(508)935-4766
Object World/ComNet	Patty Reilly-Lemire	(508)820-8919
	Theodora Guest	(508)935-4766
CD Solutions, Inc.	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
IDG Peterborough	Kristen Miller	(603)924-0309
Macworld	Shelly Ginenthal	(415)978-3203
	Marisa Chow	(415)978-3272
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)312-0611
	Pat Levenduski	(415)312-0622
	Jamie Maroney	(317)895-5222
	Pam Shelley	(317)895-5259

IDG Job Opportunities Update

May 8, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Senior Programmer Analyst	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Director, Online Business Development	East/West Coast	M. Neece	(508)935-4149
IDG/CSC	Associate Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	IS NETWORK Manager	Boston, MA	S. Brown	(508)935-4099
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
Infovision	Account Director (5)	MA/NY/TX/CA/OH	M. Koethe	(508)935-4531
Infovision	Research Director/ Transition Econ. Svc.	MA/VA	M. Koethe	(508)935-4531
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)925-4192
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
IDC	Manager, Personal Systems Consulting	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Manager, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst , Telecom	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Administrative Assistant, Publications / IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Copy Editor	Framingham, MA	A. McCrory	(508)879-0700
CWI	Editor, Electronic Services	Framingham, MA	S. Perry	(508)820-8160
CWI	Information Systems Support Specialist(2)	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Vice President, Marketing	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CW/RT	Telemarketing Respresentative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
CCI	West Coast Sales Director	West Coast	J. Engel	(603)924-7271
EMS	IS / Network Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	Integration Engineer	San Mateo, CA	D. Vieraitis	(415)312-0566
EMS	User Interface Design Expert	San Mateo, CA	D. Vieraitis	(415)312-0566
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
AMI	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Test Developer, Applications	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Representative, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Editorial Events Administrator	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporter / Senior Writer	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

May 8, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Lead Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editor-In-Chief, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Senior Member, Technical Staff	San Francisco, CA	N. Noble	(415)978-3361
PCW	Member, Technical Staff	San Francisco, CA	N. Noble	(415)978-3185
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Hardware & Network Systems Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Test Center Coordinator	San Francisco, CA	U. Diehlman	(415)267-7429
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Performance Testing Manager	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Product Manager	San Francisco, CA	N. Miller	(415)974-7338
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Circulation Promotion Mgr./Direct Mail	San Francisco, CA	E. Di Matteo	(415)978-3107
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Circulation Assistant	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
PCW News	Circulation Marketing Analyst	Boston, MA	L. Connolly	(508)935-4791
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Network Manager	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	S. Daniels	(415)978-3379
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Administrative Assistant	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Regional Account Manager / E2	Los Angeles, CA	J. Shepherd	(415)286-2530
IFTW	Sales Associate / GamePro	Northbrook, IL	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512
IFTW	Regional Manager / GamePro	Chicago., IL	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

MARKETING
continued from page 1

at last fall's Comdex show in Las Vegas. The booth's modular design allows for as few as one and as many as eight or nine business units to participate at any show.

"We wanted to project a strong sense of cohesion among the participants in the booth," noted IDG Marketing Services Director of Marketing **Chris McAndrews,** who oversaw the project along with *Computerworld* Trade Show Manager **Audrey Abbott-Ruiz**.

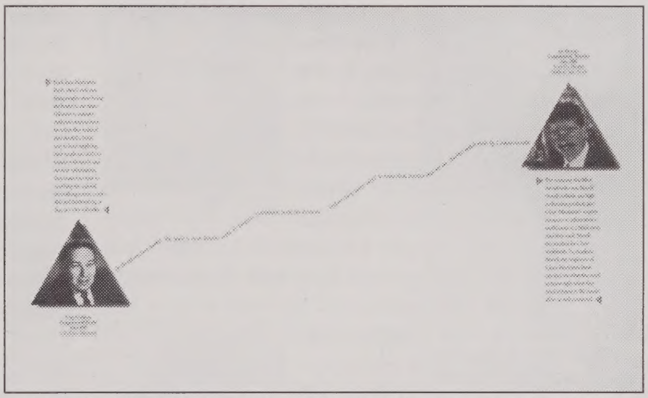
"While each business unit has its own strong presence, this new booth — which features a wall showcasing more than 50 of the company's international publications — also helps convey a clear sense of the power of IDG and its pre-eminent position as a global provider of IT information," McAndrews explained.

Where buyers meet sellers

Computerworld's brochure, developed in conjunction with the Priscaro & Hukari agency, was designed to highlight the publication's strength in bringing together buyers and sellers. The 12-page brochure profiles a series of *CW*'s top clients and their customers — all readers of *Computerworld* — emphasizing how the vendor is meeting its customer's needs. *Computerworld* is portrayed as the link that brings the two together.

"It's a very innovative concept," noted *Computerworld* Director of Marketing Communications **Mary Doyle**.

Most testamonials are publication-centric," she noted. "We thought it was important to add value by providing credible testamonials from *CW* advertisers about the market, the infostructure and the job they're doing for their clients. To our knowledge, no one's ever done anything quite like this before."



COMPUTERWORLD'S AWARD-WINNING CUSTOMER VENDOR *brochure emphasizes the publication's role in bringing together its advertisers with their clients.*

1995 CORPORATE TRADE SHOW SCHEDULE (MAY - DECEMBER)

SHOW	DATE	LOCATION	EXHIBITING PUBLICATIONS
PC Expo	June 20-22	New York	CW, CIO, IW, PCW, NW, IDGB, MW, Publish
Networks Expo	Sept. 12-14	Dallas	CW, NW
NetWorld+Interop	Sept. 25-29	Atlanta	CW, NW, IW
Unix Expo	Sept. 27-29	New York	CW, NW
Comdex	Nov. 13-17	Las Vegas	CW, IW, PCW, CIO, IDGB, NW, IFTW, NW
DB Expo	Dec. 5-7	New York	CW, NW

IDG Corporate Trade Show Manager Catey Truman handles all booth-related scheduling. She may be reached by telephone at: 415-676-3031 or E-mail: catey_truman@idg.com.

CALENDAR

EUROPEAN GLOBAL SUMMIT
May 14-17
Ritz-Carlton Hotel
Barcelona, Spain
Contact: Gillian Warren/IMS Europe
Tel: 44-1784-461-324

MARKETING & RESEARCH FUNCTION MEETING
May 21-23
Marriott Hotel
Newport, R.I.
Contacts: Kathy Dinneen/IDG Research
Tel: 508-820-8153; Chris McAndrews/
IMS Tel: 415-676-3000

COMNET PRAGUE
May 22-24
Palace of Culture
Prague, Czech Republic
Contact: IDG World Expo/Germany
Tel: 49-89-360-86-208

SUNWORLD
May 23-25
Moscone Convention Ctr.
San Francisco
Contact: Mitch Hall Associates
Tel: 617-361-8000

PUBLISH/MEXICO
May 23-25
Hotel Camino Real, Mexico City
Contact: IDG Mexico
Tel: 52-2-669-4454

NOTEWORTHY

NEW EMPLOYEES

QUINN

Evan Quinn is a research manager for IDC whose focus will be software development. Previously senior product manager for Bank of Boston, Evan has a BS in computer science from Boston University. Outside the office, Evan dabbles in bicycling, golf and running.

IDG Books welcomes two new employees. **Heather Albright** is an assistant editor for IDG Books Custom Press. Previously advertising services manager for Cahners Publishing, Heather has a BA in English from Humboldt State University. She devotes much of her free time to life drawing, backpacking, cooking and wine tasting.

As a systems specialist, **Patrick De La Cruz** will set up and maintain all the computers in the Foster City, Calif., office, as well as offer software training. Patrick has an associate's degree in applied science from Heald College. He enjoys bowling, billiards and moonlighting as a night club disc jockey.

Patricia Carberry-Harris joins *Macworld* as assistant to the editor-in-chief. Patricia worked previously as assistant to the executive director of a large law firm. She earned a degree in business from Queensboro College and enjoys cooking, cycling and growing roses.

Antonette Cutone is an executive assistant in the Chairman's Office of IDG's Corporate Support Center. Previously executive assistant at Reed Exhibition Companies, Antonette's responsibilities include special projects, dictation and maintaining international files. Antonette has an associate's degree in secretarial science from Aquinas College and likes to bike, cook and read fiction.

Infotainment World has hired **Mary Purdie** as a customer service coordinator. Mary received a BA in English from the College of St. Benedict and outside the office enjoys windsurfing and skiing.

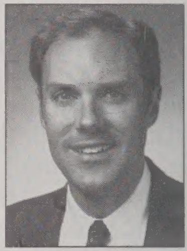
ADAMS

IDG's Regional Sales Office in Irvine, Calif., rolls out the red carpet for two new receptionists. **Lisa Adams** is the office's morning receptionist. Lisa took a number of general business courses at Goldenwest and Orange Coast Colleges and spends her free time rollerblading, bowling and volunteering in her community.

REDFOX

Carrie Redfox has signed on as the afternoon receptionist. Carrie will be completing an AA in journalism/public relations from Cerritos College this spring, and will continue her studies at California State University/Long Beach. She is a volunteer for the Make-a-Wish Foundation.

Jon Deneen has joined IDC as an operations assistant. When not working, he enjoys mountain biking, motorcycling and cheering on the New England Patriots.



REINHARDT

Andy Reinhardt has been named executive editor for news at *PC World*. Most recently West Coast bureau chief for *Byte*, Andy will oversee the Top of the News and New Products sections. "Andy Reinhardt is a talented and respected journalist, and an outstanding addition to the *PC World* editorial team," said *PCW* Editor-in-Chief **Phil Lemmons**. Andy has an AB in visual and environmental studies from Harvard College and an MS in journalism from Columbia University.

TRANSFERS

Formerly ad billing coordinator for *Publish* and *Advanced Systems*, **Eva Bosch** has joined *Macworld* as an administrative assistant. Eva has a BA in anthropology from the University of Massachusetts/Amherst.

CHAIRMAN'S ACHIEVER

The Chairman's Achiever Program was created in 1992 to recognize outstanding efforts of IDG employees worldwide.

Beginning in 1994, under the leadership of Editor-in-Chief **Dr. Michael Klein**, *PC Welt* captured the No. 1 spot in the German market. The publication also achieved the highest sales rate ever among German computer magazines and the highest ad volume of any of its competitors.

In just over five years with IDG Magazine Verlag GmbH, Michael has dedicated himself to the success of *PC Welt* and continually adapts the publication to better serve the needs of its audience.

KLEIN

"He acquired a strong image [for the publication] by strategic planning and introducing new ideas concerning editorial research," said *PC Welt* Publisher **Sylvia Stier**.

In this vein, Michael developed monthly tests, such as newsstand and subscriber panels to gauge readers' needs and interests. "It is Michael's strategic planning, coupled with editorial and market research that has helped solidify *PC Welt* as the market leader." Stier said.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

IDC Runners Go the Distance in Boston Marathon

Along the way, Susan Frankle and Iain Gillott raise $2,600 for cancer research

There may be easier ways to raise money for cancer research, but probably few are more rewarding than completing the Boston Marathon. Manager of the Wireless Communications Program/LINK Resources **Iain Gillott** and **Susan Frankle**, manager, Client/Server Research, recently did just that, raising over $2,600 in the process for the Dana Farber Cancer Institute.

It took the two just over two and a half hours to collect $1,600 in pledges from their colleagues and less than four and a half hours each to earn it by completing the grueling 26.2-mile course. IDC contributed a matching grant of $1,000. Close to 300 runners participated in this year's Dana Farber Marathon Challenge, which raises money to fund basic cancer research. This year's challenge raised almost $600,000.

IAIN
Dana-Farber
CITGO
3100

IAIN GILLOTT PAUSES ON *his way to completing the 26.2-mile course.*

Running in her second Boston Marathon, Susan finished the course in 4 hours and 29 minutes. "It was a long and painful marathon," said Susan, who spent January, February and March of this year in Israel where she helped to open IDC's Tel Aviv office. "I wouldn't recommend my training regime," she said, noting that she only managed to squeeze in five or six miles a day, since most of her free time was devoted to sightseeing.

"People talk about the pain out there on the course, but running for Dana Farber, you realize the pain is nothing compared to what the kids fighting this disease are going through," Susan said.

For Iain, an avid runner participating in his third marathon, finishing in 4 hours and 21 minutes was initially a bit disappointing. However, a chance encounter on the train home put it all in perspective.

BETH FREEDMAN

SUSAN FRANKLE, *competing in her second Boston Marathon, finished the course in just under 4 1/2 hours.*

"I was standing next to a woman who had two young boys with her, one wearing a purple Dana Farber Volunteer T-shirt," Iain said. "I was wearing a similar T-shirt, and she asked me if I had run the marathon for Dana Farber. When I told her I had she thanked me and nodded toward the younger of the two boys — he was maybe eight or nine — and said, 'he's one of the kids you were running for.' That really brought it home for me, and all of a sudden my time didn't seem nearly as important."

In addition to supporting their colleagues monetarily, a large contingent of IDC staff spent their lunch hour providing moral support for Susan and Iain. "It was a great boost," said Susan. "There was a huge cheering section right at mile 9."

Noted Iain, "I think I saw more [IDC] people along the route than I usually do at the office! I'd really like to thank everybody for all their support."

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Christian Mahler - IDG Germany

TEN YEARS
David Blackburn - IDG Australia
Gayle McElroy - IDG Australia

NINE YEARS
Carol White - PC World
Agnès Jouhannel - IDG France

SEVEN YEARS
Judy Schultz - Computerworld
Kyoko Ibi - IDG Japan

SIX YEARS
Rhea Stafford - Macworld
Jodie Naze - Computerworld

FIVE YEARS
Donna Vieraitis - InfoWorld

FOUR YEARS
Rob Rubright - InfoWorld
Sandrine Garcia - IDG France
Christer Björkin - IDG Sweden
Jan Wikstrom - IDG Australia
Marc Mikulich - IDG Books

THREE YEARS
Monique Brazell - IDG Central Services
Masato Tsuchiya - IDG Japan

TWO YEARS
Leo Sheridan - PC World
Donn Menn - PC World
Paul Devine - Macworld
Carol Fountain - InfoWorld
Marleen Patrie - IDG
Gerald Wee - IDG Singapore
Ashok Kumar - IDG Singapore

ONE YEAR
Adam Block - PC World
Jeanette Borzo - Integrated Media, Inc.
Anthony Lukban - Infotainment World
Jim Battey - InfoWorld
Ken Greenberg - EMS
Rhonda Veloni - IDG World Expo
Shannon Dempsey - Computerworld
Myles McLaughlin - IDG
Pia Lykke Andersen - IDG Denmark
Trena Kikendall - IDG Books
Jamie Maroney - IDG Books

CELEBRATING 10

Carol Miller

HOME: Natick, Mass.

JOINED IDC: June 1984 as a copy editor.

CURRENT POSITION: Senior editor. My job involves editing reports, bulletins and newsletters for IDC, including IDC international offices, LINK Resources and IDC's Government Market Services. I also copy edit *The Gray Sheet* and special projects as needed.

MOST CHALLENGING PART OF YOUR JOB: I am challenged psychologically by having to accommodate the language of the IT industry to English (or is it the other way around?). I am truly amazed at people's resourcefulness in creating new words and in turning acronyms (OEM), nouns (architect) and adjectives (obsolete) into verbs.

BEST PART OF JOB: I get to work with language and people, both of which are much more interesting to me than, for example, numbers or cars.

MOST REWARDING THING I'VE DONE: Moving to New England from the Midwest. Living in Massachusetts has brought me many opportunities to take advantage of the area's rich culture and history (as well as the opportunity to work at IDC!).

OUTSIDE INTERESTS: History, literature, classical music (particularly Bach), folk music and politics.

DREAM DESTINATION: An international poetry slam — wherever.

FANTASY JOB: Editing John Irving's next novel.

THE RITZ-CARLTON

CAROL MILLER JOINS IDG CHAIRMAN PAT McGOVERN FOR *dinner at Boston's Ritz-Carlton in honor of her 10 years of service with IDC.*

FIVE PEOPLE YOU'D INVITE TO A DINNER PARTY: Justice Harry Blackman, Noam Chomsky, Rita Dov, Russell Baker, Eleanor Roosevelt. (It's really hard to draw the line at five — can I also ask Ellen Goodman and the Dalai Lama?)

MANAGER'S PROFILE: "Carol is the quintessential editor. She has a solid command of the language and the ability to make order out of disorder. Over the years, she has guided many new editors as they started their careers at IDC, teaching them not only how to edit IDC publications, but how to be better editors and writers."

*- **Nancy Kruse Hannigan**, publications director, IDC*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 20 May 15, 1995

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CW EDITOR PAUL GILLIN NAMED MVP IN SEVENTH ANNUAL COMPUTER BOWL
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Network World Unplugged Draws Mobile Fans to N.Y.

NETWORK WORLD UNPLUGGED

NETWORK WORLD PRESIDENT COLIN *Ungaro* *welcomes attendees to the debut of Network World Unplugged in New York City.*

Network World Unplugged, IDG's new event focusing on anywhere, anytime computing, debuted last month to an audience of over 6,000 IS professionals and business managers eager to learn more about the ins and outs of remote, mobile and wireless computing.

More than 70 vendors exhibited at Network World Unplugged, and the event's two-track conference program focused on

•CONTINUED PAGE 5•

CW Meeting Provides Forum for Sharing of Ideas

IDG NORWAY MANAGING DIRECTOR *Morten Hansen* *and CW Global Product Support Center Global Administration Coordinator* ***Siri Herud*** *coordinated the first global CW/IW product line meeting.*

CLIENT/SERVER JOURNAL ASSOCIATE *Publisher* ***Jim Hussey*** *and Computerworld Editor-in-Chief* ***Bill Laberis*** *were among the more than 100 attendees at last month's product line meeting in San Francisco.*

More than 100 representatives of *Computerworld* publications from more than 30 countries shared their collective expertise at the first Global Computerworld/InfoWorld Product Line meeting last month in San Francisco.

IDG Chairman **Pat McGovern** made a surprise appearance at the opening dinner to welcome attendees, who were later treated to a provocative speech by Gordon Eubanks, chairman of of Symantec Corp.

Eubanks stressed the increasingly critical role of *Computerworld* and other trade press in guiding technology purchasing and shaping the direction of the IT industry.

Morten Hansen, managing director of IDG Norway and head of the Computerworld Global Product Support Center, opened the conference portion of the meeting, which kicked off with a roundtable discussion of "digital newspapers" led by **Paul Earl**, president of IDG's CD Solutions Inc. **Jeff Meers**, managing director of IDG Marketing Services/Europe, urged attendees to build and exploit the IDG brand as well

•CONTINUED PAGE 5•

IN BRIEF

New Editorial Sections Boost *CW Italia*'s Ad Bookings

Computerworld Italia has created three new editorial sections on IT developments for financial institutions, open systems and distribution channels that have benefitted both readers and advertisers.

With Italy's banking system facing major changes, "Progetto Banca" (literally, "the bank project"), provides executives and data processing managers in-depth analysis of IT opportunities and developments in their industry. The finance-industry-specific editorial is the first of its kind among IT magazines in Italy. *CW*'s staff introduced the section at a major exposition in Bologna last month, where they also sponsored a seminar devoted to banking and IT. **Ruggero Vota** is the section's project leader.

"Sistemi Avanzati" ("Advanced Systems)" focuses on client/server solutions, "mission-critical" software, distributed networks and IT architectures. Like the banking section, it is rotated into *CW Italia* one week per month. **Guido Platti** is the project leader.

progetto banca
IN PRIMO PIANO
Nasce in Cariplo Apre Tecnobanca La banca virtuale
INCHIESTA
Gestire le risorse umane: il supporto della tecnologia
L'ESPERIENZA DI
L'Agricola Mantovana Rivedla outsourcer, Cassa di Firenze in LAN
LA PAROLA AL CONSULENTE
Come scrivere il contratto di outsourcing

"Distribuire," a section on distribution channels, was created as a monthly section in January. However, advertiser and reader demand was so strong that "Distribuire" began appearing as an independent monthly supplement in April. **Marco Tennyson** is the project leader.

The new editorial components are having a very positive effect on May and June advertising bookings, noted IDG Italy Managing Director **Brunello Bossi,** who said he expects *CW* ad revenues in the coming months to be above budget and above last year's tally. 🖳

IDC, *IW* Set Up Web Sites

IDC and *InfoWorld* have become the first U.S. IDG offices to establish World Wide Web sites on the Internet. The IDC home page, launched last month, includes recent press releases, a weekly data fact and IDC market strategy consulting capabilities, among other items. The site can be accessed using Internet browser software and typing http://www.idcresearch.com/idc.htm.

InfoWorld's home page, which launched late last year, is located at http://www.infoworld.com. The page includes brief news items and hot links to reader services such as an events calendar, subscription information, *InfoWorld* online and a feedback mechanism. 🖳

MW and *PCW* Take Home Maggie Awards

IDG publications picked up four Maggie Awards last month in Los Angeles. The coveted honors are presented annually to magazines, tabloids and newsletters published in or for distribution in the 14 western U.S. states. This year, over 1,700 entries spanned 70 categories.

PC World's November issue won Best Magazine in the Computer Technology, Electronic Data Processing and Telecommunications/ Consumer category and Best How-To Article for "Upgrades: When They're Worth it and When They're Not." The piece by **Steve Fox**, **Dan Miller**, **Eric Knorr**, **Daniel Tynan**, **Cathryn Baskin**, **Robert Kanes** and **Laura Guerin** also received a Jesse H. Neale Award for Best How-To Article earlier this year.

Macworld took honors in two categories. The September issue won Best Single Editorial Illustration/ Consumer for "Game Hall of Fame," art direction by **Kent Tayenaka**, and the January edition won Best Single Editorial Photograph/Consumer for "Address Books Compared," art direction by **Sylvia Benvenuti**.

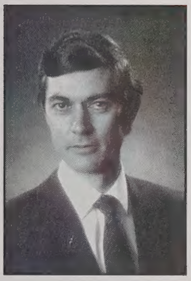
The short list

Other IDG nominations in the Consumer category included:

- **Best Magazine Computer Technology, Electronic Data Processing and Telecommunications:** *Macworld* (May).
- **Best Feature Article**: "The Wireless Wanderer," by James Martin, *PC World* (August).
- **Best Series of Articles**:
  Power Mac Special Report," by **Galen Gruman**, **Lon Poole** with **Macworld Lab** and **Charles Piller**, *Macworld;*
  PC Reliability and Service," by **Daniel Tynan**, **Christina Wood** and **Roberta Furger**, *PC World*;
  Windows 95," by **Steve Fox** and **Russ Glitman**, *PCW;*
  Top 20 PCs," by **Rex Farrance**, **Owen Linderholm**, **Bryan Hastings**, **Ulrike Diehlmann**, **Susan Silvius** and **Dean Andrews**, *PC World.*
- **Best Regularly Featured Section**: "Small Office, Home Office," by **Peter Scisco**, **Steve Bass**, **Leslie Crawford**, **Steve Fox**, **Thom Foulks**, **Bronwyn Fryer**, **William Rodarmor** and **Dan Miller**, *PC World.*
- **Best Public Service Series or Article**: "DreamNet," by **Charles Piller** with **Galen Gruman**, *Macworld* (Oct.).
- **Best Single Editorial Illustration**: "The Best of Business Shareware," by Dan Picasso with art direction by **Carolyn Perot** and **Robert Kanes**, *PC World* (February).

DreamNet," by **Charles Piller** with **Galen Gruman**,was also a finalist for the Gerald Loeb Award for Distinguished Business and Financial Journalism in the magazine category. It is very rare for a computer publication to be nominated for this honor. 🖳

ON LINE



KIRK CAMPBELL

The president of International Data Corporation is this week's guest columnist.

Q How does IDC's financial performance this fiscal year compare to the past few years?

A IDC is experiencing faster revenue growth this year than in the past. Both U.S. and international revenues are up 30% over last year's level. One of IDC's biggest success stories this year is its consumer research division, LINK Resources, where revenues are up over 60%!

Much of the revenue growth overseas is taking place in Asia. IDC profit performance is showing a healthy increase for the first half vs. both budget and last year. However, most of IDC's profits actually are earned during the second half. We are forecasting full-year results to show excellent profit improvements over last year. The annual profit improvement will be similar to prior years since IDC has enhanced its bottom line performance by a substantial amount every year since FY90.

Why isn't any IDC research available on the IDG News Service for use by employees?

Currently, through a research sharing agreement managed by **Kathy Dinneen**'s group, IDG Research Services, copies of IDC U.S. syndicated (annual subscription) research services are being delivered to most of IDG's U.S.-based publications. Overseas, each local IDG office makes direct arrangements for access to IDC research with the local IDC subsidiary.

Until recently there was not a good way to put IDC's research online for access by IDG employees for both technical reasons and the need to go through an expensive abstracting process. However, since the beginning of this year, IDC has a Lotus Notes product available to customers that summarizes IDC's research reports, which should be well-suited for the IDG News Service. I will contact **David Hill**, president of IDG International Publishing Services, to see if he is interested in pursuing this possibility.

IDC had been looking into acquiring BIS Strategic Decisions Inc., which was recently sold to the founder of the Gartner Group. Why didn't the sale go through?

BIS Strategic Decisions is a medium-sized market research firm that competes with IDC in select markets — peripherals, wireless, office automation and home/small business research. Last January, IDC thoroughly investigated the possibility of acquiring BIS. The major reason the deal did not go through is that we discovered major undisclosed liabilities during our due diligence process. BIS subsequently was purchased by Gideon Gartner and other investors. Gideon is the founder of Gartner Group but is no longer associated with the firm. Based on our close examination of BIS, we predict the new owners will have plenty of problems to fix during the first few years.

IDC continues to look at other potential acquisitions that would enhance our product portfolio or market position. However, our clear preference is to grow the business on our own since most acquisitions do not prove to be particularly successful.

Is IDC planning an exchange program with Stanford University?

IDC is close to signing an exchange agreement to share research information and library facilities with a group of Stanford University professors and PhD candidates who focus on the computer industry. We expect that this agreement will help IDC enhance the quality of its survey research through collaboration with Stanford professors. I also should disclose that since I'm a Stanford alumnus, I have a bias in their favor!

To what do you attribute the recent boom of IDC's consulting business?

IDC's consulting business has doubled every two years for the past six years. This growth is due to two factors. First, IDC's reputation in the market has improved considerably over the past several years and that certainly leads to more business. Second, we have perfected the business model for running a consulting business within a syndicated research company. IDC has a superb core team of consulting sales, marketing, project management and research employees who work on consulting assignments and have made this consulting business model succeed beyond our expectations.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDC Communications Group Survey Profiles Internet Users

In the IDC Communications Group's first on-net survey of Internet users, "Consumers for Internet Commerce," it was the process, not the findings, that proved to be most valuable to the group's work. Future surveys will be built and executed based on the lessons learned from this survey as well as the feedback received from clients over the course of the two-month project.

Working closely with Fish Interactive, a company specializing in Internet application development, the Internet Communications team polled Internet users on their business and personal usage. "The purpose of our Internet survey was to determine the profile of those Internet surfers who are likely to do transactions on the Internet," said Group Vice President **Gigi Wang**. "While IDC's Communications Group has been publishing research on traditional forms of electronic commerce for years, it is the unbridled growth of Internet usage that has brought this subject into the limelight."

A survey seeking such demographic information as occupation, time per week spent on the Internet and methods of paying for Internet access was posted on 16 public Web servers including Hotwired, IBM, Digital and Time-Warner Pathways from March 20 to April 20. The Communications Group received over 2,000 responses to the survey.

Mark Winther, VP/Telecommunications for IDC and LINK Resources, and analysts **Caroline Michel**, **Rick Villars**, and **Carey Azzara** are in the process of comparing the findings to the findings of IDC/LINK's Annual U.S. Household Survey which defines buying patterns of the general consumer. "This comparison brings a unique value to IDC's customers because we are the only research organization to compare the Internet user population with the general consumer population," Wang said. The survey will be repeated semi-annually to measure changes in the consumer behavior and preferences of Internet users.

Incorporating valuable feedback

The Communications Group received a fair amount of assistance from clients in conducting this Internet survey. Some of their most valuable contributions included advice on privacy and anonimity, screen design and general network etiquette. According to Wang, future surveys will be similar to this first venture, but will have a "jazzier" look. A copy of the Communications Group's final report was offered to all the participating "webmeisters," and they have expressed interest in taking part in future surveys.

Any business unit planning to conduct a survey using the Internet or about the Internet, may contact Gigi Wang or a member of the Communications Group with questions. Gigi can be reached at tel: 508-935-4295 or Internet address: gwang@idcresearch.com.

TIPS FOR CONDUCTING ONLINE SURVEYS

- **Make the survey easy to use — especially when trying to attract business people, who typically have many constraints on their time.**
- **Make screen design simple and questionnaire design succinct.**
- **Build design features into each screen that look familiar to Macintosh and Windows users and prevent "newbies" from getting into trouble.**
- **Provide a place at the end of the survey for people to make comments.**

IDG Editors' Days Give Publications Edge with Vendors

Twelve editors from IDG's U.S. publications convened last month at IBM in Somers, N.Y., for the first News Service-sponsored IDG Editors' Day. These day-long briefings provide a forum for exchange between top executives and technical experts from major IT vendors and the top editors and key reporters from IDG's U.S. publications.

"The idea is to leverage the clout of IDG's U.S. publications to command a higher level, more strategic and more in-depth briefing than individual publications or editors might be able to arrange for themselves," said IDG News Service Editor-in-Chief **Rob Garretson**. "They are intended to supplement, not replace, individual interviews."

Similar events were previously organized by IDG Marketing Services, but attendees of last year's U.S. editors' meeting delegated the task to the News Service in order to focus the briefings more sharply on editorial needs. As the one organization that works directly with all of IDG's editorial operations, the News Service was the logical choice to spearhead the effort.

> *"It's not unusual for these briefings to result in one or more breaking news pieces."*
>
> ***John Gallant***

The News Service encourages vendors to present a balanced mix of their product and marketing strategy with a substantial amount of news and technical detail to ensure that IDG editors come away with valuable information.

"By getting a look at the vendor's road map, we have a better understanding of the company's strengths and weaknesses and more insight to add," said *Network World* Editor-in-Chief **John Gallant**. "It's not unusual for these briefings to result in one or more breaking news pieces."

Based on a News Service-sponsored questionnaire last year, Event Coordinator **Sara Mason** is similar briefings at Microsoft and Oracle, among others.

The next IDG Editors' Day will be held on June 22 at Computer Associates in New York, in conjunction with PC Expo. For more information contact Sara Mason at tel: 617-423-1308; fax: 617-423-0240; Lotus Notes: Sara Mason.

IDG Job Opportunities Update
Monday May 15, 1995

VICE PRESIDENT, CORPORATE COMMUNICATIONS (IDG)
IDG is seeking an experienced corporate communications executive with a minimum of 10 years experience in the high-tech, media or public relations industry. The ideal candidate must have experience dealing with corporate headquarters level communications plus experience in crafting a corporate image. International experience preferred. Successful candidate will have full responsibility for the creation, planning, management, implementation and execution of all communications programs.

DIRECTOR OF FINANCIAL PLANNING & ANALYSIS (IDG)
The successful candidate will be responsible for financial planning and analysis activities, including business/operational performance and strategic development. Individual will work with the CFO and Executive Committee to provide analysis, recommendation and implementation of the company's strategic planning and development process. Must be experienced in acquisitions, mergers and divestitures as well as international and domestic contracts. A thorough understanding of the economics of the publishing business essential. CPA and/or MBA required.

U.S. CORRESPONDENT (IDG/IPS)
The ideal candidate should have a good command of AP-style newswriting and the journalistic range to produce WSJ-quality analytical features. Responsibilities include covering trade shows, press conferences and other breaking news for the daily wire. Individual will work with News Service correspondents around the world to develop in-depth stories with a global perspective. Travel required. Strong computer skills and experience using a notebook PC in a remote computing environment a plus. Individual should be a technology generalist who is comfortable covering the entire IT spectrum.

IS SPECIALIST (CIO)
CIO Communications Inc. is looking for a hardware support person with experience on Macintosh platforms. Some software knowledge preferred. Individual should be familiar with systems administration, Novell, Notes and CC Mail. College degree plus 2 years experience required.

DISTRICT MANAGER (NW)
Network World has an immediate opening for a District Sales Manager in Sunnyvale, CA. Territory includes Northwest U.S. and Western Canada. Candidate should have 5-8 years proven ad sales experience, preferably within the IT industry. Travel required.

RESEARCH MANAGER, PC HARDWARE (IDC)
The individual in this position will be responsible for forecasting, competitive analysis, technology and product analysis for research reports and bulletins related to portable computers and personal systems. Candidate will be involved in marketing/sales tasks and contribute to personal systems-related consulting projects. A minimum of 3-5 years in the personal systems industry with a focus on portable Pcs necessary.

COPY EDITOR, SECOND SHIFT (IDC)
Primary responsibilities are copy editing of high tech newsletters and reports, both on hard copy and on-line. The copy editor will edit text, check calculations on tables and figures, develop charts and graphs based on data provided and work closely with authors. Knowledge of Macintosh systems, using Word Excel and QuarkXpress necessary. Familiarity with publication layout and typography preferred. Hours are flexible within the 2 PM - midnight time frame. 1-3 years editing experience essential. Bachelor's degree a plus.

DIRECTOR, PC DISTRIBUTION CHANNELS (IDC)
IDC is looking for an energetic individual to spearhead its research and consulting in PC distribution channels. A minimum of 5 years experience in PC or PC-related distribution channels management necessary. Candidate will design and write research, forecast and segment markets, and consult with clients over their channel-related issues. Duties also include sales support, speeches and presentations, and management of the program P&L.

ASSOCIATE ANALYST, WHPS (IDC)
The individual in this position will be responsible for researching and analyzing the workstation marketplace, supporting clients and conducting demand-side research. Candidate must have strong written, verbal and analytical skills. Knowledge of Lotus or Excel essential. Travel required.

LOTUS NOTES ADMINISTRATOR (IDC)
The Lotus Notes Administrator will be responsible for the overall management of the Lotus Notes network. Individual will support the Electronic Publication Lotus Notes development project and administer customer accounts for IDC's Lotus Notes publications. Candidate will install and maintain Notes related to hardware and software. A minimum of 2 years experience supporting Lotus Notes required.

IDG Job Opportunities Update
Monday May 15, 1995

ELECTRONIC DELIVERY PRODUCTION ASSISTANT (IDC)
The individual in this position should have strong PC applications skills including Microsoft Office Suite and Lotus Notes. Some programming experience desired. Document design and familiarity with SGML and HTML a plus. A minimum of 1 year experience plus a BA required.

SALES ASSOCIATE (CWI)
The selected candidate will provide support to a District Sales Manager in the Burlingame, CA office. Individual must be goal oriented with a desire to work in a fast paced sales environment. Excellent communication skills necessary. Two years administrative experience plus computer literacy in Windows necessary. Bachelor's degree preferred.

INFORMATION SYSTEMS INTERN (CWDD)
The individual in this position will work on various projects including hardware/software configuration and applications software. Intern will work with vendors and customers and provide administrative assistance as needed. (35-40 hours per week)

VICE PRESIDENT MARKETING/BUSINESS DEVELOPMENT (IWORLD SERVICES GROUP)
Responsibilities in this position will include management of Marketing and Product Management teams, plus positioning of the Iworld strategy. The initial focus will be working with partner publications in defining and supporting new on-line service offerings. A minimum of 10 years background in marketing, business development and general management required.

PRODUCT MANAGER (IWORLD CYBERMART)
This position is responsible for the development of the product plan and launch of Cybermart, IDG's personal buying service. Candidate must have a BA/MA in marketing or business, as well as 5 years experience with on-line service and Internet based products.

VICE PRESIDENT, OPERATIONS (IWORLD SERVICES GROUP)
The successful candidate should have 10 years of operations management experience in a professional MIS or on-line services operations environment and be familiar with web technology. Professional background should include an advanced MIS/CS and an up-to-date knowledge of interactive technologies.

VICE PRESIDENT OF OPERATIONS (IDG/B)
Ideal candidate will direct all phases of manufacturing/production operations, including managing vendor contact, distribution and warehousing programs. A degree plus 7-10 years management experience in areas of operations and customer service, preferably in the book publishing industry necessary. Strong knowledge of computer systems and relevant applications essential.

RECEPTIONIST (IDG/B)
The individual in this position will perform front desk duties in addition to some data entry, meeting preparation and administrative support for the Human Resources department. A minimum of 1 year experience with multi-line phone system required. Must be computer proficient, Excel preferred. Customer service skills a plus.

SENIOR PRINT BUYER (IDG/B)
Responsibilities in this position will include approving invoices for purchase orders and reconciling differences, purchasing CD duplicating for books and purchasing components (4 color covers, inserts and posters). Individual will expedite the manufacturing process and negotiate and manage vendor relationships, materials and processes.

CUSTOMER SERVICE SPECIALIST (PCW)
Primary responsibilities in this position will include administrative and clerical support for the circulation department. Individual will coordinate and execute all subscriber service functions. Excellent administrative skills are necessary. Must be IBM PC or compatible literate.

FAXBACK TECHNICAL OPERATIONS ADMINISTRATOR (PCW)
Successful candidate should possess knowledge in fax technology; Ibex and Cardiff hardware and software; database management and programming (familiarity with SQL a +) ; Access and PC Windows operating system and software packages. Should be Mac literate with knowledge of PageMaker, QuarkXpress and Acrobat. Organizational skills a must.

SALES DEPARTMENT COORDINATOR (MACWORLD)
The individual in this position will support the Associate Publisher to ensure the smooth operation of the Ad Sales Department. Responsibilities will include clerical and office support, customer service, sales support and special project support as needed. A minimum of 4 years general office experience required. Excellent Macintosh skills are essential.

IDG Job Opportunities Update

May 15, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Senior Manager, Applications Dev.	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Associate Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/MSD	Director, Online Business Development	East/West Coast	M. Neece	(508)935-4149
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG	Director of Financial Planning & Analysis	Boston, MA	S. Brown	(508)935-4099
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
Infovision	Account Director (5)	MA/NY/TX/CA/OH	M. Koethe	(508)935-4531
Infovision	Research Director/ Transition Econ. Svc.	MA/VA	M. Koethe	(508)935-4531
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	IS Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	District Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)925-4192
NW	Western Regional Sales Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
IDC	Research Manager, PC Hardware	Framingham, MA	S. Miller	(508)935-4133
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Associate Analyst, WHPS	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Electronic Delivery Production Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Manager, Personal Systems Consulting	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Manager, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst , Telecom	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	Lotus Notes Specialist	Framingham, MSA	D. Miller	(508)935-4133
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Director, Electronic Messaging	Framingham, MA	D. Miller	(508)935-4133
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Copy Editor	Framingham, MA	A. McCrory	(508)879-0700
CWI	Information Systems Support Specialist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	Information Systems Intern	Framingham, MA	C. Chupka	(508)820-8162
CW/RT	Telemarketing Respresentative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
IWORLD	VP Marketing/Business Development	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	Product Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	VP Operations	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	IS / Network Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	Integration Engineer	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	User Interface Design Expert	San Mateo, CA	D. Vieraitis	(415)312-0566
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
AMI	West Coast Sales Assoc./DV Magazine	San Francisco, CA	K. Miller	(603)924-0309
IW	Test Developer, Applications	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Representative, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Associate Editor, Text & DTP	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

May 15, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Lead Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Director, Custom Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Faxback Technical Operations Admin.	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Senior Member, Technical Staff	San Francisco, CA	N. Noble	(415)978-3361
PCW	Member, Technical Staff	San Francisco, CA	N. Noble	(415)978-3361
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Test Center Coordinator	San Francisco, CA	U. Diehlman	(415)267-7429
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Performance Testing Manager	San Francisco, CA	J. Milenbach	(415)267-1790
PCW	Product Manager	San Francisco, CA	N. Miller	(415)974-7338
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Circulation Promotion Mgr./Direct Mail	San Francisco, CA	E. Di Matteo	(415)978-3107
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
PCW News	Circulation Marketing Analyst	Boston, MA	L. Connolly	(508)935-4791
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Sales Department Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Network Manager	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	S. Daniels	(415)978-3379
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Regional Account Manager / E2	Los Angeles, CA	J. Shepherd	(415)286-2530
IFTW	Sales Associate / GamePro	Northbrook, IL	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

COMPUTERWORLD

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as the *Computerworld* name. Norwegian media mogul Jostein Svendsen followed with the first of several presentations on new media.

Three tracks

Most of the remainder of the three-day conference was divided into editorial, marketing and circulation tracks. The editors peppered a panel of leading database software vendors with questions; heard a publisher's perspective on today's critical challenges offered by *Computerwoche* Publisher **Ralph Peter Rauchfuss**; and participated in a workshop on coaching writers from renowned journalism coach Don Fry; and voiced their opinions on the IDG News Service in a roundtable discussion led by Editor-in-Chief **Rob Garretson**.

The sales and marketing group saw a presentation on online, interactive and Internet issues from Paul Saffo of the Institute for the Future; shared marketing and promotional ideas from around the world; discussed the changing advertising landscape and competition from dailies, led by moderator **Christer Bjorkin**, sales manager for *Computer Sweden*; and shared more new media ideas and experiences in a workshop led by **Tom Helge Berglie**, editor-in -chief of *Multimediaworld* in Norway.

Gail Odeneal, *Computerworld* vice president of consumer marketing, moderated a circulation workshop that focused on the controlled vs. paid circulation debate, explored renewal strategies and discussed ideas for converting free subscriptions to paid ones.

On the meeting's final day, all three groups reconvened for a presentation on the challenges of the consumer PC market by **Frank Quinn**, general manager of *ComputerScope*, IDG's Irish licensee; a discussion of *Computerworld* U.S.'s recently published *The Global 100*, led by *CW*'s Editor of Special Projects **Bruce Rayner** and Vice President of IS **Walter Crosby**; and a presentation on the Computerworld Global Subscriber Study by **Gary Rocchio**, VP/director of research at IDG Research Services Group.

Thanks to Rob Garretson for contributing this article.

ROSANE SERRO, *executive editor, CW Brasil.*

GRAÇA SERMOUD, *executive editor, Computerworld Brasil.*

MICAELA DE ALMEIDA, CO-MANAGING *director, IDG Hong Kong.*

CHIN WONG, EDITOR, *CW* PHILIPPINES. *(Center)* *Teresa Lui*, *circulation manager, IDG Hong Kong.*

NW UNPLUGGED

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providing real-life solutions to the challenges of anywhere, anytime computing. Sessions on application solutions included Remote Database Access and Wireless Service Options, while the case studies track highlighted Deploying and Supporting a Mobile Workforce and a Corporate Re-engineering Success Story.

An on-site survey indicated that remote access, workgroup productivity and sales force automation ranked highest among the remote computing applications considered most critical to the success of attendees' organizations. The survey also found the percentage of IT budgets dedicated to remote and wireless computing will increase from 25% in 1995 to 33% in 1996.

This year the show was co-produced by Network World and IDG World Expo, but future shows will be produced by Network World as the result of the recent reorganization of IDG's trade show activities. "We're excited about the potential of this event and the role it will play in helping to grow this rapidly expanding market," said Network World President and Publisher **Colin Ungaro**.

The next Network World Unplugged is scheduled for Feb. 14-15, 1996 at the New York Hilton and Towers. For more information contact **Andrew Everett** at 508-820-8662.

CW's Paul Gillin Named MVP in Computer Bowl VII

Correctly naming the world's No. 2 software vendor (Computer Associates), the code name for Intel's Pentium successor (P6), and the price Hewlett-Packard paid for Apollo ($476 million) helped earn *Computerworld* Editor **Paul Gillin** one of two MVP awards in last month's Computer Bowl.

Despite his considerable contributions, Gillin's East Coast team went down to defeat at the hands of its West Coast rival, giving the West Coast a 4-3 advantage in the seven-year-old competition.

Launched as a fund-raising event for Boston's Computer Museum in 1988, the Computer Bowl pits two teams of five industry notables against each other in a one-hour game of computer industry trivia. This year, the contest was played for the first time in cyberspace with the East and West coast teams participating simultaneously from Boston's World Trade Center and the Santa Clara Convention Center.

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COMPUTERWORLD
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DECKED OUT IN THEIR RED "BOWLING" SHIRTS, THE *East Coast Team led for most of the evening before succombing in the fourth round. (From left): Carl Ledbetter, AT&T Consumer Products; Joe Alsop, Progress Software; Katherine Clark, Landmark Systems; John Landry, Lotus; Paul Gillin, Computerworld.*

For the second consecutive year, *Computerworld* sparked a bidding duel during the Celebrity Auction preceding the competition by offering up an opportunity to become Publisher for a Week. Progress Software VP of Worldwide Sales Cary Johnson finally wore down UB Networks President and CEO Roel Pieper with a bid of $13,000, although CW President/CEO **Gary J. Beach** later offered the same package to Pieper, who also bought it for $13,500. This year's auction raised over $50,000 for the museum; to date, the Computer Bowl has added more than $1.7 million to the museum's fund-raising efforts.

The Computer Bowl may be seen throughout the U.S. during the week of May 29 on the PBS television show "Computer Chronicles." It will also be aired in 200 cities around the world as well as on the Jones Computer Network the week of June 3.

A SAMPLING OF QUESTIONS FROM THIS YEAR'S COMPUTER BOWL

1. According to *The New York Times*, how many parking spaces are there in the garage at Bill Gates' new home?

2. According to Microsoft, Adam Baratz is the youngest beta tester for Windows 95. How old is he?

3. In last year's blockbuster movie, *Forrest Gump*, the title character invests in a computer company. What company does Forrest Gump invest in?

4. According to *Publisher's Weekly*, what general computing title is the current top seller: *How Computers Work, The Internet Navigator* or *Internet Yellow Pages*?

5. What does URL stand for?

6. According to a spoof news release last year, what famous institution was Microsoft rumored to be purchasing?

7. What do the initials WWWW stand for on the Internet?

8. When Hewlett-Packard's computer division exhibits at trade shows, they always play the same tune at the end of the show in their show booth. Do they play *The Star Spangled Banner*, *Amazing Grace* or *Stairway to Heaven*?

9. According to *Publisher's Weekly*, what's the No. 1 computer application book this week [April 16]. Is it *Word 6 for Windows, Myst: The Official Strategy Guide or Doom II, the Official Strategy Guide*?

10. According to Dataquest, who shipped the most PCs during 1994: Compaq, Apple, Packard Bell or IBM?

11. According to the *1994-1995 Computer Industry Almanac*, what is the installed base of minicomputers in the world? 600,000, 6 million or 60 million?

12. According to the *1994-1995 Computer Industry Almanac*, what percent of the world's computers are in the U.S.? 43%, 63% or 83%?

13. Next February, the computer industry will celebrate the 50th anniversary of what famous early computer?

Thanks to Gail Jennes at Boston's Computer Museum for supplying these questions.

Answers:

1. 20 2. Nine 3. Apple Computer 4. Internet Yellow Pages, 2nd *Edition* 5. Uniform Resource Locator — it's the online version of a filename 6. The Catholic Church 7. World Wide Web Worm 8. *Amazing Grace* 9. *Word 6 for Windows*, by Dan Gookin, published by IDG Books Worldwide 10. Compaq, followed by Apple, Packard Bell and IBM 11. 6 million 12. 43% 13. The Eniac

NOTEWORTHY

PROMOTIONS

Marco Tennyson, formerly vice chief editor of *Computerworld Italia*, has been named chief editor. He joined the company in October 1989. "Marco has proved to be highly qualified to run the publication with full responsibility both from technical and editorial viewpoints," said IDG Italy Managing Director **Brunello Bossi**.

Sylvia Petrella, most recently chief editor for *CW Italia*, will be responsible for a newly created special projects profit center. She will be developing special issues, seminars, in-depth analyses and other projects to forge closer ties with IT associations and customers.

Lisa Kowalski, formerly district manager for *Computerworld* in the San Francisco Bay and Santa Cruz areas, has been promoted to western regional manager for the *Computerworld Client/Server Journal*.

NEW EMPLOYEES

Daniel Chupka is an account executive for IDG List Services. Previously an account representative for Selectemps, Daniel earned a BA in communications from the University of Massachusetts/ Amherst. He counts golf, basketball and tennis among his favorite pursuits.

Chris Robison has signed on as an IS services support coordinator at IDC. Chris has a BA in psychology.

IDG Books welcomes five new employees. **Mike Pegan** has been named executive vice president/U.S. sales and marketing. Mike was most recently VP sales/ special markets for Bantam/Doubleday/ Dell. He earned a BA in English from California State University/Fullerton and in his free moments enjoys time with his three children and reading.

A former teacher and owner of a desktop publishing business, **Maridee Ennis** has been hired as a page layout technician for IDG Books Midwest. Maridee earned a BS in education as well as an MBA from Indiana University and enjoys travel.

Three new merchandisers have joined the IDG Books Merchandising Program. **Lisa DiPrima** will work as a merchandiser in the Boston area. Lisa devotes much of her free time to volunteer work, skiing, travel and tennis.

(LEFT-RIGHT): JOYCE MacCLELLAN, LISA *DiPrima* *and* ***Sue Thompson*** *, the newest members of the IDG Books Merchandising Team, will be servicing accounts throughout Masssachusetts and Rhode Island.*

Susan Thompson's territory will include Massachusetts' South Shore and Rhode Island. Susan worked part-time as a data processor and enjoys spending time with her three young children, biking and gardening.

Joyce MacClellan is the owner of her own confectionary business, which she started 15 years ago. In her free time Joyce enjoys an array of outdoor activities and spending time with her two sons.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Robert Wescott - Computerworld

FIFTEEN YEARS
Karen Weston - IDC

THIRTEEN YEARS
Mary Dolaher - IDG

TWELVE YEARS
Dorothy Adams - IDG Australia

TEN YEARS
Frank Gens - Infovision International

EIGHT YEARS
Mary Musgrave - IDC
Stephen Lennox - IDG Australia

SEVEN YEARS
Stephen Moylan - InfoWorld
Jose Luis Becerra Pozas - IDG Mexico

SIX YEARS
Kim Nash - Computerworld
Clarisse Burger - IDG France

FIVE YEARS
Gigi Wang - IDC
Adele Lee - Computerworld
Charlotte Trim - IDG France
Sergio Rizzi - IDG Italy

FOUR YEARS
Richard Zwetchkenbaum - IDC
Trace Weatherford - IDC
Janell Genovese - Computerworld
Christine Flanagan - Computerworld
Megumi Okamoto - World Expo/Japan
Polly Papsadore - IDG Books

THREE YEARS
Stella Chan - PC World
Shalini Chatterjee - Advanced Systems
Don Calamaro - InfoWorld
Lucy Jaime - InfoWorld
Jean Dellaroba - Computerworld
Toh Chee Chaw - IDG Singapore

TWO YEARS
Jose Perez Laco - IDC U.K.
Cindy Penrose - Infotainment World
Barbara St. George - IDG World Expo

ONE YEAR
Kasper Larsen - IDG Denmark
Michael Lasky - PC World
Bruce Wolff - Infotainment World
Julie Napoleon - IDG World Expo
Dee Schwartz Armstrong - IDG World Expo
Timothy Ouellette - Computerworld
Elizabeth Baatz - CIO
Tim Roberts - IDG Australia
James C. Kelly - IDG Books
Suzan Wunderlich - FCW Group

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Vicky Wolcott will have her choice of an official "Off line" T-shirt or a copy of Rich Tennant's newest book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* key chains.

HONORABLE MENTIONS:

"I think you'll find the trackball a more user-friendly way of pointing and clicking."

- Peter Hind
IDC Australia

"I had that same problem until I bought a laptop with an integrated pointing device."

- Howard Baldwin
Infotainment World

"Now just listen Frank, I know it may look silly, but R&D says hands-free solutions will be REAL big in '95."

- Brooke Burton
CIO

Mavis Beacon's husband teaches typing: "Remember you're a bird — hunt and peck, hunt and peck. Now try it again."

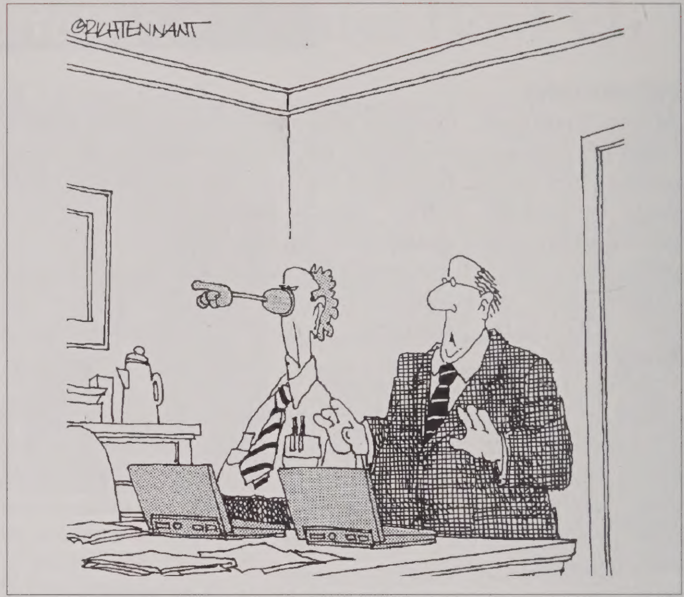
-Richard Popko
Multimedia World

Bud takes hands-free computing to a new level.

- Katherine Gudgin
PC World Hong Kong

"Hands-free keyboard options take a little getting used to, but once you get started you hardly even notice it."

- Mark Owens
IDG Books



"Well, that takes care of the 'point' part of it, but I hate to even think of what you'll come up with for 'click'!"

- Vicky Wolcott
IDC Government Market Services

"OK. Let's start the Free-Hands Interface Test. Ready? One...two..."

-Jose Luis Becerra Pozas
IDG Mexico

"Relax — the nose mouse is still in the developmental stage."

- John St. Martin
IDC

Rich Tennant's original caption:
"You know, if we can all keep the tittering down, I, for one, would like to hear more about Ken's new pointing device for notebooks."

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 233 newspapers and magazines in 65 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712; via the Internet, use any of the names above followed by @idg.com (Example: David_Hill@idg.com).

Volume 25, Number 21 May 22, 1995

PC WELT AD CAMPAIGN EARNS SILVER MEDAL IN BEST OF EUROPE COMPETITION
PAGE 2

NETWORK WORLD MARKETING PROMOTION MAKES GOOD USE OF THE BLUES
PAGE 4

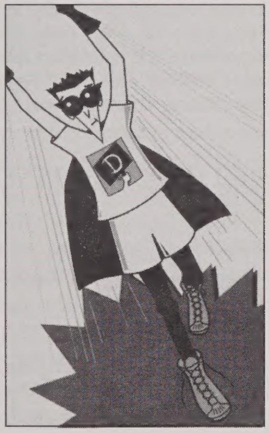
CHILDREN OF IDG EMPLOYEES GAIN EARLY INSIGHT INTO THE WORLD OF WORK
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

"Super Dummies" Spells Success for IDG Books

IDG Books Worldwide marked half a decade of growth last month with record revenues, a global "Super Dummies" campaign, and a Cinco de Mayo celebration for staff and clients at the Kohl Mansion in Burlingame, Calif.



IDG Books was founded in April 1990 based on a philosophy to provide readers with timely, high-quality books on information technology. The past five years have seen tremendous growth in a number of areas: revenues, staff, locations, titles, licensing and subject matter.

The company's first headquarters in San Mateo, Calif., housed a staff of eight. Since that time, IDG Books has expanded to include 200 employees with offices in Foster City, Calif.; Indianapolis, Dallas, Braintree, Mass.; Chicago, and sales executives and agents around the world. In addition, the recently formed IDG Books Merchandising Program employs 20 part-

•CONTINUED PAGE 6•

CW's *Global 100* Leverages IDG's Worldwide Resources

IDG WORLD UPDATE

FIVE-SIXTHS OF THE COMPUTERWORLD TEAM WHOSE HARD WORK PAID OFF WITH *the recent publication of the Global 100 take a well-deserved break. Left to right:* ***Joyce Chutchian-Ferranti, Bruce Rayner, Amy Malloy, Tom Monahan*** *and* ***Kimberlee Smith****. Not pictured:* ***Bob Fink****.*

In an unprecedented flexing of IDG's worldwide editorial muscle, *Computerworld* has orchestrated the creation of a special multinational supplement to honor IT heavyweights around the globe.

The culmination of four months of work, the *Global 100* debuted with the May 1 issue of *Computerworld*. It focuses on the 100 most outstanding users of information technology — be they global corporations or government agencies — which are setting the standard for how global business will be conducted in the future.

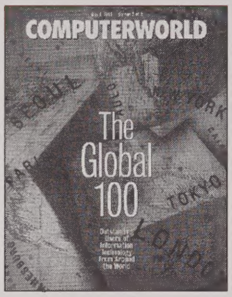
Conceived by *Computerworld* Editor-in-Chief **Bill Laberis**, the project was managed by *CW* Editor of Special Projects **Bruce Rayner,** who was ably assisted by Managing Editor of Special Projects **Joyce Chutchian-Ferranti**, Art Director **Tom Monahan**, Senior Research Manager **Bob Fink**, Copy Editor **Kimberlee Smith** and Flugelman Intern **Amy Malloy**, who served as researcher.

Twenty-three writers and editors in 15 countries contributed to the 66-page supplement, which will be translated into 13 languages and distributed in 23 countries by sister *Computerworld* publications. All the text, graphics and art work

•CONTINUED PAGE 2•

GLOBAL 100

continued from page 1



from the *Global 100* have been distributed to these publications on two CD-ROMs. Work on the project began back in December 1994 when Rayner and his team began soliciting nominations from an advisory board comprising other IDG publications around the world, leading consulting firms and vendors. The list was narrowed to 100, representing organizations from 31 countries on six continents.

The publication profiles a number of these outstanding IT users including United Parcel Service, Asea Brown Boveri Ltd. of Zurich and automaker Toyota. In addition, several writers focused on IT usage in various regions. **Don Tennant**, for example, editor-in-chief of *Computerworld Hong Kong*, examines the enormous changes affecting the Chinese market in his piece, "The Giant Stirs," while *CW* Senior Editor **Allan Alter** teamed up with IDG News Service Tokyo Correspondent **Rob Guth** to take a look at the state of information technology in Japan in "Harmonic Convergence." A chart running across 10 pages provides some basic demographic information on all 100 organizations.

A single advertiser, Tandem Computers, sponsored the supplement. "We worked with one vendor primarily because Tandem wanted to make a global statement about their company in a timely and coordinated way," noted *CW* Publisher **Kevin McPherson**. "They are a good customer of many of the publications in the *CW* global product family and had the foresight to see the advantages of owning the entire issue with their business partners."

Undaunted by the extraordinary amount of work involved in coordinating such a huge project, Rayner says he and his team are already beginning to talk about next year's edition. For more information, contact Bruce Rayner via the Internet (b.rayner@cw.com) or on LotusNotes (Bruce Rayner).

MANY HANDS MAKE WRITE WORK

Computerworld's *Global 100* represents one of the largest cooperative efforts ever undertaken among IDG business units. Twenty-three writers in 15 countries contributed their talents to make this project a success. These people included:

Allan Alter, U.S.; Torsten Busse, Germany; Simon Cashmore, South Africa; Pearleen Chan, Korea; Vinia Chawla, India; Ron Condon, UK; Cara Cunningham, France; Elizabeth de Bony, Belgium; Solomon Emanuel, Singapore; Marc Ferranti, France; Rob Guth, Japan; Randal Jackson, New Zealand; Paul Leveraas, Norway; Joseph Maglitta, U.S.; John Moore, U.S.; Keith Newman, New Zealand; Michael Parsons, U.S.; Keith Power, Australia; Graça Sermoud, Brazil; Rosane Serro, Brazil; Don Tennant, Hong Kong; Gerald Wee, Singapore; Peter Wolchak, Canada.

IN BRIEF

Merchandisers Canvas Southern California for IDG Books

STAPLES WELCOMES, AWARD WINNING AUTHORS
THE RATHBONES

IDG BOOKS' SOUTHERN CALIFORNIA MERCHANDISERS WERE *on hand last month to celebrate the grand opening of Staples in San Diego. The merchandisers were the only publishing representatives invited to attend the area's introduction to the office supply store, which carries the full line of ...For Dummies™ titles. By 9 a.m. over 500 customers were in line waiting for the doors to open. (Seated): Award-winning authors Andy Rathbone (Windows 3.11 For Dummies) and his wife Tina Rathbone (Modems For Dummies) joined the group to sign copies of their books. (Standing l-r): IDG Books Account Manager/San Diego* ***Chris Gaines****, IDG Books Manager/Store Programs* ***Saundra Fitzgerald*** *and Merchandisers* ***Julie Vincent****,* ***Deniese Delano****,* ***Carole Walter*** *and* ***Debi Taylor****. Tina Rathbone is holding Chris' daughter, Kelsey Rose Gaines.*

PC Welt Among Europe's Best

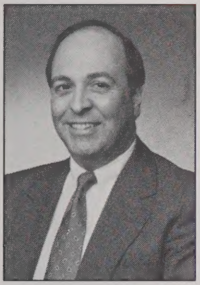
PC Welt's highly successful promotional campaign earned a silver medal at the "Best of Europe 1995" Pan-European Direct Marketing Awards last month. The Munich-based Graffiti advertising agency won the award for its work in the competitive consumer goods category. Since no gold medal was awarded, the silver medal was the highest distinction in the category this year.

A 12-member international jury evaluated more than 300 campaigns from 16 countries. Three winners were selected in each of five categories.

The Graffiti agency was cited for using a full range of communication vehicles in the campaign to recruit new customers and subscribers for *PC Welt*. These included advertisements in the magazine itself, inserts, mailings, trade fair promotions, and radio and television spots.

As a result of these efforts, IDG Magazine Verlag and Graffiti were able to catapult *PC Welt* from No. 7 to No.1 in the fiercely competitive German PC magazine market in just two years.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q What is IDG's long-term publishing strategy in the U.K.? Japan?

A During the FY95 planning process, we reviewed all our business units worldwide to ensure that we had the proper long-term strategy in place. In the U.K. we determined that we needed to have a larger foundation upon which to build from and decided that we would pursue an acquisition strategy. At the same time we determined that *Macworld U.K.* needed an additional investment in order to make market share gains against its traditional competitors. **Richard Hease**, a veteran of the U.K. publishing wars, was brought on board as managing director of Macworld U.K. and was quickly able to provide leadership that resulted in dramatically improved operating results. With Richard on board, we acquired Europress and renamed it IDG Media. Richard and his new management team are in the process of repositioning the acquired titles, identifying launch opportunities, and making significant investments both in editorial and marketing during this fiscal year. We will close FY95 with a very solid foundation upon which we will build in FY96 and beyond. We are well on our way to becoming a major force in the U.K. publishing market!

In Japan, during the same planning process, we determined that it was very important to be able to publish profitably in a very competitive market. I am pleased to report that IDG Japan under the leadership of **Kozo Hiramatsu** and *Macworld Japan* under the direction of **Masa Kobayashi** were both profitable for the first half of FY95. I am optimistic that we will remain profitable for the balance of the fiscal year. This will allow us to build from a very solid base as we plan for the next three years and look to expand our operations.

The components of IDG are often referred to as a collection of "business units." Alternatively they are referred to as "companies." Can these two terms be used interchangeably? Is, Computerworld for instance, an independent legal entity that is somehow connected to IDG or is it really, legally speaking, a division of IDG?

Our independent business units are incorporated and are legally separate companies. The terms are often used interchangeably within the company, and I believe that most of our employees worldwide understand that the parent company is International Data Group.

IDG has prided itself on not having to close down many publications over the years. However, within just a few months of each other, *AmigaWorld*, *Advanced Systems* and the *PC World Lotus Edition* have all folded. What happened at each of those publications?

It is true that we pride ourselves on the fact that we have not had to close too many publications over the years, but sometimes markets change dramatically and in the case of machine-specific publications, like *AmigaWorld*, the market can disappear altogether as it did in the U.S. We leave these decisions to the operating heads of the business units to decide.

In each of the cases you cited, the IDG Executive Committee received recommendations from the presidents of the respective business unit to cease publication, and we supported their recommendations. *AmigaWorld* subscribers were offered the opportunity to receive our U.K. publication, which we continue to publish. *Advanced Systems* is undergoing an "analog to digital" conversion, and the team is working on plans to appear on the WWW. *PC World's Lotus Edition* will be replaced, I am certain, by other demographic editions that are targeted to their readers' current informational needs.

Do you have a question for the executives who take turns writing for the "On line" column? How about a story idea for *IDG World Update* or a comment about something you liked — or didn't like — in this newsletter? If so, please use the coupon at right to let us hear from you!

CORRECTION

In the May 8 issue of *IDG World Update*, the planned publication *NetSmart* was incorrectly referred to as *NetGuide*.

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet at: world_update@idg.com.

NW Marketing Campaign is a Package Deal

Teaser campaign carried through NetWorld+Interop

Two familiar adjectives could summarize the marketing effort *Network World* employed to promote its redesigned and editorially enhanced publication: big and blue.

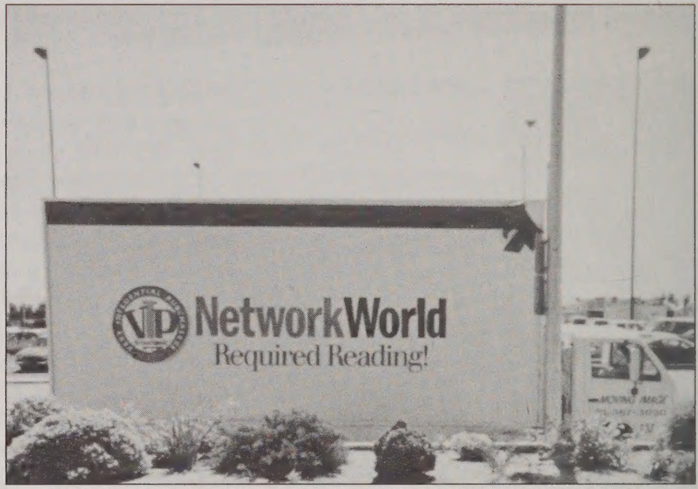
The blue ribbon theme began with a teaser campaign three weeks before the new look was unveiled on March 27. The first week, 5,000 people on the complimentary mailing list — mainly advertisers — saw a full-page ad on *NW*'s cover wrap depicting a white box wrapped in a blue bow with the words, "Arriving on March 27..." The next week, a yellow light emerged from the slightly opened box accompanied by the words, "Unwrapping March 27...." On March 27, the issue appeared wrapped in a blue ribbon with a gift tag.

The tag also had a postage-paid card for complimentary list subscribers to write down the names of *NW*'s six sections and enter a drawing "to win a new look of your own" — a trip for two to Canyon Ranch, voted the No. 1 spa in the U.S. by *Condé Nast Traveler*.

According to *NW* Director of Marketing **Virginia Lehr**, the teaser campaign was designed to peak advertisers' interest in the revamped publication."We wanted to show them we're changing with the times and making enhancements to be a more valuable source to the reader, which in turn makes makes *NW* a more attractive buy," she said.

A banner promotion

During the NetWorld+Interop show the week of March 27, *Network World* arranged to have a *NW* banner at the Las Vegas Airport and on the Las Vegas Convention Center. In addition, a mobile billboard tied with a giant blue ribbon roamed the streets. Paper display "tent cards" in 60,000 hotel rooms prompted attendees to stop by the *Network World* booth for a blue ribbon to attach to their badge and a chance to win a flip phone every day of the show.



NETWORK WORLD ARRANGED TO HAVE THIS MOBILE BILLBOARD *make the rounds in the neighborhood surrounding the Las Vegas Convention Center during the NetWorld+Interop show.*

"It was a veritable sea of blue ribbons," said *NW* VP/Associate Publisher **Evilee Thibeault** of the show floor. "You could not walk 10 feet and not see our new logo or the front page."

The *Network World* logo was also prominently displayed on the video monitors of the Visitel Show TV Network, a dedicated cable program that aired show news on banks of monitors throughout the convention center and at the airport and through hotel TV programming. With the *NW* logo on the stage backdrop behind them, President and Publisher **Colin Ungaro**, VP/Editor-in-Chief **John Gallant**, Features Editor **Charlie Bruno** and Contributing Editor **Mark Gibbs** gave interviews to the network and conducted the more than 30 vendor interviews sponsored by the publication. A 30-second commerical showed the new *Network World* issue coming out of a gift box, a reminder of the teaser campaign.

Other show events included highlights from the *Network World* 500 research — a survey of 500 top companies' use of technology and the Internet — presented by IDC Group Vice President **Gigi Wang** and a discussion of switching technologies by John Gallant. *Networld World* and *Computerworld* also co-hosted a party for 500 people one evening featuring the political humor of the Capitol Steps, a song-and-dance troupe from Washington, D.C.

Lehr credits the "astounding success" of the teaser campaign and the show activities to *Network World*'s creative and hardworking marketing staff: Graphic Designer **Donna Kirkey**, Marketing Services Manager **Joanne Wittren** and Marketing Specialist/Promotions **Kristin Wattu**. 🖳

NETWORK WORLD: BETTER THAN EVER

Network World has incorporated editorial enhancements and a new design since the March 27 issue. These include:

- **An expanded portfolio of editorial sections.**
- **More emphasis on professional development, management strategies and the hows/whys of technology changes.**
- **Noncondensed typeface to make the copy easier to read.**
- **An expanded table of contents.**
- **Color-coded section titles to help readers navigate through the issue.**
- **"Business briefs" in the margins to spot light industry news.**
- **New graphics and logos, including eliminating NW's lightning bolt "z" motif.**

The 10th Annual
AIDS Pledge Walk

AIDS ACTION

AIDS WALK UPDATE

IDG

IDG / Lotus Challenge

On Sunday, June 4, IDG will be teaming up with Lotus Development Corp. in an effort to help raise funds to benefit the AIDS Action Committee's "From All Walks of Life" fundraising walk in Boston. IDG and Lotus will stage a friendly competition to see which company can raise the most money. The winner will receive a plaque to display in the company's lobby for one year.

Bus Transportation

IDG World Expo and IDG Corporate are co-sponsoring bus transportation to and from the walk. A bus will leave IDG's 5 Speen Street office in Framingham at 8:00 a.m. and depart from the Boston Common at 4:00 p.m.

Pledge Deadline for Prizes

In order to be eligible for IDG prizes, walkers must turn in their pledge money to their team captains or Scott Finlay **NO LATER THAN WEDNESDAY, MAY 31**. This year, walkers who raise $250-$499 will receive an IDG nylon pullover/windbreaker, and those walkers who raise $500 or more will receive an engraved desk clock.

On Friday, June 2, T-shirts and hats will be given to team captains for distribution to their participating colleagues. Please let your team captain or Scott Finlay know what size T-shirt you will need. If you are interested in having your business unit match your pledges, please see your Human Resources representative for a matching contribution form.

For more information about pledging or walking, please contact the appropriate team captain listed below. See you on June 4!

CD Solutions	Colleen Hurley	508-879-0006
CWDD/RTI	Emily Giteleson	508-628-4779
Computerworld	Patty White	508-879-0700
IDC	Purr Drummy	508-935-4393
IDG World Expo	Robin Andreola	508-879-6700
IDG/CSC	Donald Young	617-534-1205
IDG Research	Allison Stamm	508-370-0860
IDG List Services	Deb Goldstein	508-370-0820
IDG Framingham	Sally Reinfeld	508-935-4423
Network World	Scott Finlay	508-820-7530
PCW Newsletters	Linda Belding	617-482-8634

If your business unit is not listed here, please contact Scott Finlay at Network World, telephone 505-820-7530, for pledge sheets or information.

IDG Job Opportunities Update
Monday May 22, 1995

GRAPHIC DESIGNER (CIO)
This position requires 3-5 years magazine layout and art assignment experience. Proficiency in QuarkXPress plus knowledge of 4-color production in a Macintosh environment necessary. A degree in Design a must. A creative editorial portfolio will be required at the interview.

IMAGING SPECIALIST (NW)
The individual in this position will be responsible for the operation of multiple desktop publishing platforms and multiple graphical applications to support the various design and pagination of Network World pages and supplemental materials. Duties will include the operation and maintenance of all Imaging related equipment including scanners, Imagers, RIPs, PCs, MACs and processing equipment. Experience in Quark, Freehand and Photoshop a plus.

ASSOCIATE RESEARCH ANALYST, STORAGE (IDC)
The Associate Storage Analyst will assist in IDC's coverage of the Winchester disk drive market. Candidate should possess strong analytic and writing capabilities, as well as expert level spreadsheet and database knowledge. Experience in the data storage, personal computer, workstation, or peripheral market a plus. BS or BA in a related field necessary.

NETWORK ADMINISTRATOR I (IDC)
The successful candidate should have a minimum of 2 years in Novell Netware administration to assist the PC/Lan Manager in the daily network operations of an eight server Novell 3.1X and 4.1 environment. Experience in the administration of a multiple postoffice cc:Mail environment, network faxing and remote access solutions essential. Individual should have experience in a multi-platform environment. Experience with PC hardware and software support required.

DISTRIBUTION CHANNELS INTERNSHIP (IDC)
IDC is seeking a resourceful individual with strong communication and writing skills to answer client inquiries, conduct research over the phone and in the library, write short bulletins and contribute to major reports. Familiarity with library resources, such as CD-ROM and on-line databases necessary. Experience with Microsoft Excel and Microsoft Word required. This position could lead to full-time employment for the right individual.

LIBRARY CLERK (IDC)
The selected candidate will be responsible for filing, distributing mail, photocopying, and assisting with various special projects for the library in the Mr. View office. A minimum of 2 years office experience necessary. Knowledge of Macs, Pcs and the computer industry preferred. Library exposure a plus.

INTERNATIONAL INTERNSHIP / BRAZIL (IDC)
This twelve week internship will be responsible for conducting a survey of selected banks in Brazil on their IT spending budgets. Individual will be responsible for collecting market data and information to write an analysis of the IT market potential of Brazil's banking vertical market. This position is located in the Mt. View, CA office.

INTERNATIONAL INTERNSHIP / LATIN AMERICA (IDC)
This twelve week internship will be responsible for collecting market data statistics and information to build a vertical market model and a company revenue model of the Latin America IT market. This position is located in the Mt. View, CA office.

ASSISTANT SECTIONS EDITOR (CWI)
This position is a management position overseeing technical sections. Responsibilities include assigning and shaping stories with writers and arranging graphical presentations. Strong communication, editing and presentation skills required. A minimum of 5 years experience as a technology reporter necessary. Some travel required.

P/T TELEMARKETING INTERVIEWERS- 2 positions (CWDD)
Candidates will conduct telephone interviews with IS professionals. Duties will include other data collection/verification projects as needed. Telephone interviewing experience and strong communication skills necessary. Individual must be detail-oriented, accurate and have the ability to adapt to changes in the surveys. (20-25 hours per week)

MARKET RESEARCH INTERN (CWDD)
The individual in this position will be responsible for assisting in market research including conception, scripting, overseeing field work, data entry, tabulation and reporting. Knowledge of market research, either college course work or work experience preferred. Knowledge of Excel, FoxPro, Paradox and presentation software a plus. Duration is through the summer with 20 hours per week. Position has the potential to become full-time in the fall.

SALES REPRESENTATIVE / DISPLAY (IW)
Candidate will be responsible for prospecting and maintaining advertising space in the NW territory for InfoWorld's Display Editions. 5 years of outside ad sales experience plus knowledge of the computer industry required.

COPY EDITOR (IDG/B)
The individual in this position will be responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity, accuracy and writing level. Word processing experience a must. A degree in English or related field necessary. Excellent communication and organizational skills essential. Book publishing experience a plus.

PROJECT EDITOR (IDG/B)
The ideal candidate should be a skilled editor of manuscripts who can manage/guide authors, technical editors, copy editors and proofreaders. A minimum of 3-5 years book publishing experience required. Background in English/Journalism preferred. This position is located in Braintree, MA.

EDITORIAL CONTENT DIRECTOR (IDG/B)
The individual in this position will conceptualize, create and direct a completely new line of print plus electronic media products integrating books, CD ROMs and on-line Worldwide Web sites. A minimum of 3-5 years experience in book acquisition, editing and management required. Magazine and other media experience beneficial. A working knowledge of the Web essential. Author contacts and industry knowledge helpful.

WORLDWIDE WEB SITE DIRECTOR (IDG/B)
Candidate will manage, direct and build systems for publishing on the Worldwide Web. Individual should have an in-depth technical knowledge of servers on the Worldwide Web and a vision for the future of on-line content publishing. A minimum of 3-5 years technical experience working with UNIX and PC servers with an understanding of server hardware and software required. Knowledge of relational databases and programming tools including C Perl and HTML necessary. Should have the ability to identify and manage outside contractors as well as in-house technical staff.

PERFORMANCE ANALYST (PCW)
The individual in this position will develop and perform tests and analyze results for a broad variety of PC hardware and products. A thorough understanding of microcomputer and Windows technology essential. Knowledge of modem, printer, monitor or multimedia technologies preferred. Bachelor's degree or equivalent experience required. Excellent communication skills necessary.

ADMINISTRATIVE ASSISTANT (PCW)
The individual in this position will provide administrative assistance to the Account Manager. Duties will include, phones, word-processing, client contacts, filing and photocopying. Excellent communication skills essential. Candidate must be proficient in Word for Windows and Lotus Freelance Graphics. Knowledge of Excel and Filemaker a plus. A minimum of 1 year clerical experience required.

RESEARCH ANALYST (MACWORLD)
The ideal candidate will provide well-researched, timely market and media information to key executives, advertisers and other clients both inside and outside the company. Experience in the Mac-related computer industry preferred. Familiarity with related technologies beneficial. Knowledge of statistics and/or comfort with mathematical calculations required. Strong analytical, organizational and communication skills a must. Excellent writing ability essential.

IDG Job Opportunities Update

May 22, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director of Financial Planning & Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Senior Manager, Applications Dev.	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Budget Accountant	Boston, MA	P. Fowler	(508)935-4796
IDG/MSD	Director, Online Business Development	East/West Coast	M. Neece	(508)935-4149
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
Infovision	Account Director (5)	MA/NY/TX/CA/OH	M. Koethe	(508)935-4531
Infovision	Research Director/ Transition Econ. Svc.	MA/VA	M. Koethe	(508)935-4531
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	IS Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Imaging Specialist	Framingham, MA	D. Volpe	(508)935-4192
NW	District Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)935-4192
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Admin I	Framingham, MA	D. Miller	(508)935-4133
IDC	Distribution Channels Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	Library Clerk	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
IDC	Research Manager, PC Hardware	Framingham, MA	S. Miller	(508)935-4133
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Electronic Delivery Production Assistant	Framingham, MA	D. Miller	(508)935-4133
IDC	Manager, Personal Systems Consulting	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Manager, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	Lotus Notes Specialist	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Systems Integration	Framingham, MA	D. Miller	(508)935-4133
IDC	Dir., Servers & Workstation Distribution	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
CWI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Information Systems Support Specialist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Librarian / Research Analyst	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	P/T Telemarketing Interviewers (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	Market Research Intern	Framingham, MA	C. Chupka	(508)820-8162
CWDD	Information Systems Intern	Framingham, MA	C. Chupka	(508)820-8162
CW/RT	Telemarketing Respresentative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Programmer Analyst - Fox Pro	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
IWORLD	VP Marketing/Business Development	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	Product Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	VP Operations	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	IS / Network Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	Integration Engineer	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	User Interface Design Expert	San Mateo, CA	D. Vieraitis	(415)312-0566
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
IW	Sales Representative / Display	San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

May 22, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Test Developer, Applications	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Representative, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Lead Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Performance Analyst	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Faxback Technical Operations Admin.	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Senior Member, Technical Staff	San Francisco, CA	N. Noble	(415)978-3361
PCW	Member, Technical Staff	San Francisco, CA	N. Noble	(415)978-3361
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
PCW News	Circulation Marketing Analyst	Boston, MA	L. Connolly	(508)935-4791
PCW News	Business Manager	Boston, MA	M. Buckingham	(415)978-3308
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Sales Department Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Network Manager	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	S. Daniels	(415)978-3379
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Regional Account Manager / E2	Los Angeles, CA	J. Shepherd	(415)286-2530
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

IDGers Take their Daughters (and Sons) to Work

Business units participate in program designed to give girls insight into the world of work

Dozens of children of IDG employees across the U.S. got a first-hand look at what their parents do all day as various business units participated in the national "Take Our Daughters to Work Day" program last month.

Sponsored by the Ms. Foundation, the program is intended to help girls see that women have a range of life options and give them a reason to believe in their education and stay in school. While IDG companies customized the program in various ways — changing the date, opening it up to boys and girls, nieces, nephews and friends, and expanding the age range — their purpose remained common: to help the children gain insight into the world of work, picture themselves in various occupations, refine goals and get them thinking about their own futures.

"The single most important message the kids got from the various presentations was to stay in school," noted Infotainment World Human Resources Representative **Kelly Lynch**. "Every success, every dream seemed to come back to a good, well-rounded education."

Business units that participated in this year's event included Computerworld, IDC, Macworld, InfoWorld, Infotainment World and IDG Books Worldwide.

Now in its third year, the "Take Our Daughters to Work" campaign was exported to New Zealand, Nova Scotia, the U.K. and South Africa for the first time this year.

TEN DAUGHTERS OF IDC EMPLOYEES, RANGING IN AGE FROM *7 to 17, joined their parents at the company's 5 Speen Street offices on April 27. After attending a resume writing workshop sponsored by the Human Resources department, the girls toured the company, stopping in the marketing department and the library where Gray Sheet Editor* ***Ted Julian*** *gave them a brief introduction and tour of the Internet. At the end of the day, they joined IDC employees for cake and soda in the boardroom. Above, IDC Associate HR Rep* ***Elizabeth Martin*** *and her niece, Anne Osborn, show off the cake depicting the "Take Our Daughters to Work" logo.*

INFOTAINMENT WORLD HOSTED 11 SONS, DAUGHTERS, NIECES, *cousins and friends at their version of the "Take Our Daughters to Work" day. A full day of activities included presentations on marketing, design, electronic communications, production and, of course, time to play video games in the Game Lab. At the end of a very busy day, the kids walked away with all kinds of IFTW T-shirts, hats, books, and a "diploma." More than a few expressed a desire to become GamePro editors, since "they get to play all the latest games!" Above (front row left-right):* ***Lawrence Neves****, Nicole Henderson, Jessye Gray,* ***Bruce Gray****, Adrienne Fong. Back row (l-r):* ***Kelly Lynch, Chris Nicolella, Tiffany Wallace****, Phil Laspina, John Bensley, and* ***Janette Harms****.*

MACWORLD'S RANKS SWELLED BY 14 WHEN EMPLOYEES *brought sons and daughters — ages 6 through 14 — to the company's San Francisco office on April 20. The day's activities included stops in the editorial, art and production departments, a pizza lunch, a video of the magazine being produced at its printer and an opportunity for some hands-on page design. Pictured above (left-right): Randy Garchar, Kathie Garcher, Courtney Shafer, Sven Hurty, Anne Hurty, Isabelle McLeod, Oliver McLeod, Christopher Mazzola, Jessica Daniels, Daron Smith, Travis Hartman, Mike Mazzola, Annie Barrett and Christopher Crawford.*

IDG BOOKS

continued from page 1

time merchandisers who complement sales efforts by providing in-store merchandising support for retail customers.

From the publication of its first title, *GamePro Hot Tips*, IDG Books has been publishing highly acclaimed, bestselling books and series. In all, 200 titles are in print in 27 different languages. The *For Dummies*™ series alone now boasts over 20 million copies of 100 different titles in print around the world.

Annual April promotions

Each April for the past three years, IDG Books has promoted its *...For Dummies* Month in conjunction with the release of some of its hottest new titles. "We're in a great situation," said Vice President of Worldwide Sales and Marketing **Mike Pegan**. "Our customers worldwide respect our publishing program, and they enjoy our innovative and distinct promotional efforts."

In 1993 the company initiated the *...For Dummies* Month idea with a "Win a (yellow, of course) Miata Sweepstakes." According to Pegan, at the time, the promotion was the most successful of its kind ever executed.

The 1994 *...For Dummies* Month provided a forum for the launch of *Personal Finance For Dummies*, IDG Books' first title outside of the information technology arena. Two thousand retailers from the U.S., U.K., Australia and Singapore, among other countries, participated in the event, selling over three million *...For Dummies* books.

The response from readers and retailers to this new publishing direction lead to the opening of IDG Books' newest operation in Chicago, The Business and General Reference Group, led by **Kathy Welton**, vice president and publisher. Among the division's upcoming titles are *Parenting For Dummies*, *Selling For Dummies*, and *Sex For Dummies* (see sidebar). "Clearly our new foray into reference and general interest topics in the *Dummies* line has a huge potential for growth," Welton said. "Our customers know that *...For Dummies* books educate and entertain, regardless of the subject matter."

"Super Dummies Action Adventure" was this April's theme, with the Dummies guy sporting a superhero cape, mask, sneakers, and a "D-Shirt." Resellers were provided with brochures, special in-store displays, posters, and life size cut-outs of "Super Dummies Man." The third edition of *Windows 3.11 For Dummies* by Andy Rathbone, bundled with a *Windows 95 For Dummies* preview book, was also part of the campaign. Stories about IDG Books and the *...For Dummies* series appeared in *USA Today*, *U.S. News & World Report*, *People*, *Fortune*, *The Wall Street Journal* and *The New York Times*.

The *...For Dummies* Month promotion helped the company close the books on a record month, finishing 80% over the previous April. Credited with nearly half of the titles on *Publishers Weekly*'s bestseller list of computer books, IDG Books' success is expected to continue long into the future.

SNEAKING A PEEK

Sex For Dummies™ by Dr. Ruth Westheimer will hit bookshelves in August. The book, billed as a reference portfolio of sexual information for every stage of life, incorporates the unique *...For Dummies* formula.

***Sex For Dummies* will be the guide to sex education for a wide audience. Highlights include tips for:**

- **Improving sex in a marriage.**
- **Addressing the topic of sexually transmitted diseases and AIDS with a partner.**
- **Practical explanations about the biological process of having a baby.**

"The *...For Dummies* series aims to help readers understand complex topics, regardless of their subject matter," said IDG Books President and CEO John Kilcullen. "It is important that we publish books that help our readers better manage the significant issues they face daily."

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS
Ann Clark - IDC

FOURTEEN YEARS
Colleen Hayes - Computerworld

NINE YEARS
Bob Ostrow - PC World

EIGHT YEARS
Michael Deutsch - IDC
Patricia Powers - Computerworld

SEVEN YEARS
Vicki Peilen - PC World

FOUR YEARS
Marcel Forte - Macworld

THREE YEARS
Gary Palmer - InfoWorld

TWO YEARS
Tracy Corbo Sasseville - IDC
Steve Martin - InfoWorld
Mark Belinsky - EMS
Victoria Martin - FCW Group
Kelly Kavanagh - Infovision Int'l
Brian Fuce - CIO

ONE YEAR
Kathy Sturtevant - IDG
Kevin Williams - IDG
Jim Sullivan - IDG
Elisabeth Rainge - IDC
Jan Morgan - IDC
Chris Uiterwijk - InfoWorld
Tom Young - InfoWorld
Aaron Bagchee - InfoWorld
Margaret Steen - InfoWorld
Jennifer Brickhill - Computerworld
Eric Zimmerman - Computerworld
Mats Lövgren - IDG Sweden
Jackie Nakano - IDG Marketing Svcs.

NOTEWORTHY

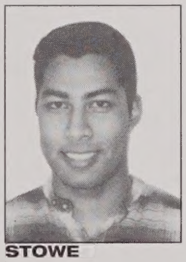
NEW EMPLOYEES

Response Technologies welcomes two new employees. **Julianne Lee** is a mailing services fulfillment assistant. Previously a distribution assistant for Med Tac Corp., Julianne graduated from Ashland High School. When she's not working Julianne enjoys aerobics.

Gay Boldwe has signed on as an account executive for RT. Most recently project director for Appointment Setters in Boston, Gay earned a BA in education from the University of Maine/Orono.

MCEVOY

Aoife McEvoy, originally hired on a long-term temporary assignment last December, has joined IDG Books as a human resources representative. Aoife was editor of *Perspectives* magazine in Dublin, Ireland before emigrating to San Francisco. She has a BA in English and philosophy from University College Dublin and an MA in philosophy from Queen's University Belfast. Aoife counts tennis, hill-walking and volunteering for KQED-TV among her top outside pursuits.


STOWE

Alan Stowe has also joined the Foster City office as a royalty accountant. Previously accounting supervisor for United Parcel Service, Alan has a BS in accountancy from California State University/Sacramento. In his free time Alan enjoys lifting weights, hiking and investing.

Mike Ghorab is an accounting manager for IDG Books. Most recently plant accounting manager at Catalytica Fine Chemical, Inc., Mike earned a BS in business administration from Tehran High Academy of Business College. He enjoys working around the house, jogging and playing soccer.

Robert McCullough is a research analyst for IDC who will be conducting demand-side research. Bob has a BSBA in marketing from Suffolk University and an MBA from Babson College. He is an avid marathon runner who has completed 19 marathons including nine Boston Marathons, and a proud father of two daughters, Lindsey and Melanne.

IDG WORLD UPDATE

MCCULLOUGH

Tambi Faigo has joined EMS' Reality Factory as an evangelist. Tambi is no stranger to IDG, having worked two brief stints at *InfoWorld* as assistant to **Stewart Alsop** and **Amanda Hixson**. Tambi studied modern literature at the University of California/Santa Cruz and enjoys singing, dancing and playing tennis.

Federal Computer Week welcomes **Kristina Owlett** as a graphic production artist. Kristina earned a BA in graphic design from State University College at Buffalo and enjoys golf, antiquing and drawing.

Jill Nightingale has signed on as district sales manager for *InfoWorld*. Jill, most recently West Coast account manager for *Video Pro*, will be responsible for *IW*'s Northwest region. Jill is an IDG veteran who spent two and a half years at Macworld and is an avid rugby player and horse lover.

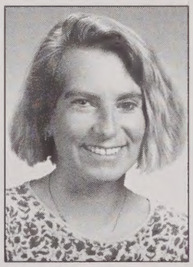
Network World has hired **Edward Garabedian** as a systems specialist to develop online services. Edward graduated from the University of Massachusetts/Lowell with a BA in information systems and enjoys music, rollerblading and great cigars.

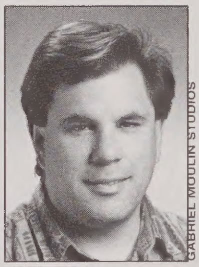
TRANSFERS

Martin LaMonica, formerly IDG News Service correspondent in Boston and Paris, will be a senior writer for *InfoWorld* working out of Natick, Mass.

CHAIRMAN'S ACHIEVERS

The Chairman's Achiever program was created in 1992 to recognize outstanding efforts of IDG employees around the world.


DIEHLMANN


GABRIEL MOULIN STUDIOS

STEERS

The work of Performance Testing Manager **Ulrike Diehlmann** and Performance Analyst **Kirk Steers** was instrumental in producing "a compelling and timely cover story any computer buyer or owner would want to read," said *PC World* Executive Editor **Chris Barr** of the April '95 cover story.

Ulrike, who joined PC World's Test Center in 1993, and Kirk, who has been on staff for a year, tested more than 10 systems for the article on Intel's P24T chip, "Pentium Upgrades: Are They Worth the Wait?" According to Barr, the team had to overcome a number of hurdles in testing Intel's unproven technology.

"It was their hard work that uncovered a red-hot consumer story on Intel's upgrade strategy that no other publication has tackled," Barr said. "Their contributions greatly enhance the credibility of work conducted by the PC World Test Center."

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

CELEBRATING 10

Richard Fachtan

HOME: Munich, Germany

JOINED IDG: April 1984

CURRENT TITLE: Editor for *Macwelt*

BEST PART OF YOUR JOB: A lazy Sunday afternoon.

MOST CHALLENGING PART OF YOUR JOB: Getting involved in mobile computing and working independently with the help of my Powerbook.

MEMORABLE MOMENTS AT WORK: My first encounter with an Apple computer in 1984, viewing movies on a PC, being part of the team as *Macwelt* has grown to be the top Macintosh publication in Germany, watching my work files disappear unsaved in RAM-space.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The independent way I can work, kind colleagues, recognition in work and business and a good salary!

OUTSIDE INTERESTS: Traveling, movies, architecture, family.

DREAM DESTINATION: Returning to my first home in France's Cote d'Azur.

COMPUTERWOCHE
FOCUS

RICHARD FACHTAN (CENTER) CELEBRATED 10 YEARS WITH IDG *by dining at one of Munich's finest restaurants with IDG Chairman* ***Pat McGovern*** *and his wife Lore.*

FANTASY JOB: Doing sculpture like Michelangelo or August Rodin.

MANAGER'S PROFILE: "Since his first day at *Macwelt*, Richard has been an important contributor. Younger co-workers learn a lot from his great professional experience — 15 years as an editor at various publications — and his nonconformist way of looking at people and issues."

- ***Stephan Scherzer**, editor-in-chief, Macwelt*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 22

May 29, 1995

IDG NORWAY'S NEWEST TITLE TARGETS MULTIMEDIA AND ELECTRONIC PUBLISHING
PAGE 2

ONLINE: IFTW'S PAT FERRELL WITH AN INSIDER'S LOOK AT ELECTRONIC ENTERTAINMENT
PAGE 3

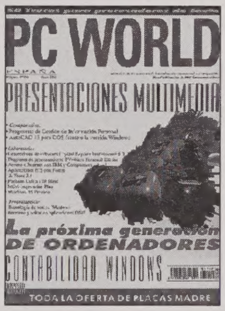
PAT McGOVERN ATTENDS EVENTS HOSTED BY IDG'S CHINESE OPERATIONS
PAGES 4-5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PC World España Ranks As Best Bet for Advertisers

Among all magazines published in Spain, *PC World España* attained the highest ranking for increase in advertising bookings during 1994. In addition, the publication is attributed with the largest gain in circulation over the previous year.



PC WORLD
ESPAÑA
PRESENTACIONES MULTIMEDIA
La próxima generación DE ORDENADORES
CONTABILIDAD WINDOWS
TODA LA OFERTA DE PLACAS MADRE

The rankings appeared in a special section of *Anuncios*, the most-read magazine by advertising professionals in agencies and advertising departments of Spain's largest organizations.

The significance of this study was that *PCW* was compared not only to magazines within the IT category, but to all publications, including business, financial and general interest.

While ad bookings in the country grew across the board last year, *PCW España* saw a 10.46% growth in its bookings, closing the year with 1,890 advertisements — 179 more than in '93. Although *Hola*, a general interest publication, similar to the U.S.' *People* magazine, had the highest ad revenues in '94, *PCW*'s revenues increased to 1,234 million pesetas from 818 million

•CONTINUED PAGE 5•

PC World Product Line Meetings Exploit Synergies

MUNDO DE LA COMPUTACION PARA TODO EL MUNDO!
LLEGO A LA ARGENTINA
PC WORLD
PC WORLD
PURE SPEED!
EN EL MISMO MES Y SIMULTANEAMENTE CON LA EDICION NORTEAMERICANA
PC WORLD
VELOCIDAD

IDG WORLD UPDATE

MANAGERS ATTENDING THE PC WORLD LATIN AMERICA PRODUCT LINE MEETING *show off one of the 5,000 posters that adorned the buildings and billboards of Buenos Aires heralding the arrival of the first issue of the regional edition of PC World Argentina. Sitting (left-right):* ***Ciro Villate****, Colombia;* ***Santiago Villazon****, IDG Latin America;* ***Rafael Roldan****, Ecuador;* ***Cesar Lengua****, Peru. Standing (left-right):* ***Armando Merino*** *and* ***Gilberto Manresa****, IDG Latin America;* ***Ruben Argento*** *and* ***Julio Attala****, Argentina; and* ***Alonso Trejos****, Costa Rica.*

The PC World Global Product Support Center recently organized product line meetings for the Asian/Pacific and Latin American publications, and while the agendas were similar, the meetings reflected the differing concerns of the participants.

A tight focus on the practical was the watchword at the PC World Asia/Pacific Product Line Meeting held at San Francisco's Mark Hopkins Hotel in late March.

More than 30 people representing eight *PC World* publications as well as the IDG News Service, IDG World Expo and IDG Asia attended the two-day meeting. Discussions focused on the nuts-and-bolts aspects of a range of publishing issues, including launching CD-ROM magazines and products, taking the plunge into card-in-the-box circulation

•CONTINUED PAGE 7•

IN BRIEF

IDG Norway Targets Multimedia

Multimedia
INTERNET

IDG Norway's "newest" publication, *Multimediaworld*, is actually the latest incarnation of an electronic publishing and multimedia title that first appeared as *Publish World* in 1991. This past January, Editor **Tom-Helge Berglie** and his staff introduced the revised publication with a new logo, name and redesigned front page.

Although the new name emphasizes multimedia, Berglie said that certain issues will contain even more stories about desktop publishing and traditional publishing than ever before.

"We've noticed that people who work with 3-D animation, CD-ROM production and even digital sound editing want to know more about graphic design and typography in order to, for instance, make their screen designs look better," he noted.

Consequently, *Multimediaworld* is targeted to professionals within a number of trades and at different skill levels. Through creative use of editorial, illustrations and overall design, the staff strives to make complicated material understandable for a large group of readers. "One interesting side effect of this editorial policy is that the magazine has become increasingly popular with home computer users," Berglie added.

Multimediaworld will appear seven times in 1995 with a circulation of 9,000.

IDG Marketing Services is the Name, a Unified Brand is the Game

After trying out several combinations of names, IDG has settled on a unified brand name for its strategic accounts and marketing group.

From now on, IDG Marketing Services will be the name for the former Marketing Services Division, which incorporates International Marketing Services operations worldwide.

"One of IDG's unique and most important strengths is our ability to help clients create a seamless marketing program around the globe," said IDG Marketing Services President **Peter Horan**. "Although our name has changed, our mission has not."

IDG Marketing Services' charter will continue to focus on three elements:

- Managing strategic account relationships.
- Developing multinational advertising and marketing programs.
- Creating IDG's own corporate marketing programs.

For clarity, the regional Marketing Services offices may choose to add a geographic descriptor to their names. For example, **Jeff Meers**' group in the U.K. may be referred to as "IDG Marketing Services/Europe." **Frank Cutitta**'s group will continue to use the name "International Marketing Services."

SHORT TAKES

Macworld announced plans to host FutureWorld, a global tour exhibiting futuristic prototypes from leading manufacturers inside and outside of the high-technology industry. The tour will debut at Macworld Expo on August 8 in Boston. Top-name musical acts, fortune tellers, a time capsule and a five-story Space Age amusement ride will provide the ambiance, but the main attraction will be the "Technology of the Future" area where exhibits will depict how technology will completely integrate into every aspect of our daily lives. Among the companies being invited to participate are Apple, Microsoft, LucasFilms and Disney. For more information, contact **Cynthia Koral** at tel.: 415-974-7309 or E-mail: cynthia_koral@ macworld.com.

* * *

Computerworld, along with Microsoft and Softbank Comdex, sponsored the fourth annual Windows World competition at the Windows World show last month. Microsoft Chairman Bill Gates recognized the winners in nine different categories who created outstanding custom applications for their organizations.

* * *

Computers & Software, IDG's *Computerworld* licensee in Ukraine, organized Computer EXPO'95/ Spring in Kiev, Ukraine last month. The second annual event showcasing IT and telecommunications for businesses and consumers, drew 89 exhibitors — 80% of which were from Ukraine. The exhibitor turnout, more than double that of last fall's show, indicates the rapid development of the country's IT market.

The company also used the occasion to roll out the first color issue of *CW Kiev*.

* * *

IDC has published the industry's first study detailing the business models of the top dealers, distributors and value-added resellers in Latin America's six largest markets. IDC's "Latin America Channel Partners Profiles" contains 100 profiles of distributors in Argentina, Brazil, Chile, Colombia, Mexico and Venezuela. The report provides the distributors' financial results, product focus, sales and marketing strategies and future plans.

ON LINE

PAT FERRELL

The president/ CEO of Infotainment World is this week's guest columnist.

Q IFTW co-sponsored and produced the first Electronic Entertainment Exposition (E3), May 11-13. This show was billed as the industry's premiere event and resulted in the closing of the Spring Consumer Electronics Show. Did the event live up to these expectations? Why did you feel it was important for IFTW to enter the trade show business?

A Our industry desperately needed its own venue instead of being a subset of CES. Since everyone else was focusing on the "multimedia" shows, we focused on interactive entertainment. And it paid off! The largest first-time trade show launch in history saw 40,880 attendees viewing several thousand products at 440 booths, covering 770,000 square feet! Both George Lucas and Steven Spielberg asked to use the IFTW meeting rooms. Also, look for the IFTW crew on "Good Morning America" this week or the following week.

I've read about *GamePro* being licensed in non-U.S. markets such as Greece and Brazil. Is there a push at Infotainment World to enter these markets? In what overseas markets are your titles currently licensed?

The markets for our products are really heating up on a worldwide basis. *GamePro* is now licensed in Spain, Brazil, Portugal, Greece, Germany, all of Latin America and the U.K., with licenses pending in several areas. **David Hill** and **Tim Clarke** are doing a terrific job of selling our products around the world. We attribute this to the Hill household acquiring a16-bit Sega Genesis; we're still working on Tim.

When was the IFTW Books Division launched? What titles do you publish? What type of growth do you expect to see in the first few years?

We launched the Books Division in the summer of 1994. We will gross around $3 million this year, and this should double over the next two fiscal years. We publish books for products from Microsoft, LucasArts, Sega, Sierra On-Line and others.

Are you still publishing *PlayRight*? I think it won a Maggie Award last year, but I haven't heard anything about it since then.

Parents just don't seem too concerned about whether Johnny "plays right." Maggie liked it, but Mom didn't. After gaining only 200 subscribers, *PlayRight* received a Mortal Kombat ending...a fatality move.

IFTW seems like such a fun place to work, and your staff seems to genuinely enjoy their work. What do you do to keep morale high?

We substitute vodka into those Alahambra water containers. Seriously, we deal with a fun industry, and our products are a tremendous source of pride. Add to that a results-oriented, "never dull" corporate culture, and generally it's enjoyable to be a part of IFTW. But we certainly have our trying times also.

Is your target audience shifting from its teenage male majority?

The audience for interactive entertainment is shifting, although teen males are still dominant. We're seeing more adults buy and use these products, but getting to the hearts and wallets of teen girls is literally a $10 billion question.

How do your titles measure up against the competition?

GamePro is the No.1 book in every aspect in a field of eight titles. *Electronic Entertainment* is picking up steam and is in the middle of an eight-title pack. Our rivals include Forstmann-Little, Sendai Media Group and Imagine Publications. We have other competitors for our Books Division and our trade show group.

What new projects are in the works?

We are looking at several ventures on the publishing side, including a move into the trade side. Also, we are are taking E3 into Japan and Europe. Our other investment area is in New Media: including a fax-on-demand project, a kiosk project and going up on America OnLine this summer.

Our three main objectives for next year: a) accelerate a new growth curve after a flat, transitional year; b) make our FY96 plan; c) have fun while doing a) and b)!

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDG Offices in China Host Five Events in Three Days

McGovern's whirlwind agenda reflects IDG's breadth of activities in the region

中國計算機報
CHINA INFOWORLD
中國計算機報

IDG CHAIRMAN PAT McGOVERN ATTENDED THE INAUGURAL THREE GOLDEN *Projects Expo and Networking Show in Beijing, which was sponsored by China InfoWorld.*

HUGO HSIUNG

China Computer User's Association

(LEFT TO RIGHT): JI MAOYUAN, *manager, China Computerworld Expo;* ***Pat McGovern; Tang Baoxing****, general manager, China Computerworld; and* ***Hsiung****, director of IDG Asia visited the PC World/Networking China Show in Shanghai.*

LIU ZHONGDE, CHINA'S MINISTER OF *Culture, was among the distinguished guests at the Celebrity Series concert who listened to* ***Pat McGovern*** *announce the formation of the IDG China Cultural Development Fund to support the arts in China.*

HUGO HSIUNG

IDG Chairman **Pat McGovern**'s travel schedule is notoriously hectic, and his visit to China April 19-22 was no exception, as he sampled from the enormous variety of IDG activities in the country.

On April 19, McGovern and **Hugo Hsiung**, director of IDG Asia, traveled to Shanghai for the second annual PC World/Networking China trade show. Sponsored by *China Computerworld*, the event drew more than 70,000 attendees and twice as many exhibitors as last year. IDG Vice President of Technology **Bob Metcalfe** delivered a presentation on "Information Highways in the U.S." at a networking seminar, which he repeated at two other conferences during the trip.

The next morning in Beijing — a two-hour plane ride from Shanghai — McGovern attended the Chinese launch event for OS/2 Warp. IDG Asia organized the press conference for IBM, the first time the business unit had produced an event for an outside client. IBM had approached IDG for assistance earlier this year, and a deal was signed at the IDG Global Summit in February. IDG Asia's responsibilities included providing marketing strategies and helping develop ad campaigns for introducing OS/2 to the Chinese market. The launch event was a smashing success: 1,200 developers, vendors, distributors and high-level government officials attended, 300 more than expected. IDG Asia also organized a similar event in Shanghai on April 25.

90,000 attend inaugural show

During the afternoon of April 20 McGovern toured the Three Golden Projects Expo and Networking Show in Beijing, which was organized by *China InfoWorld*. The inaugural event focused on technological developments in three areas China has identified as particularly important to the nation's growth. "Golden Bridge" refers to China's national information networking infrastructure; "Golden Cards" refers to the national credit card system, and "Golden Customs" refers to the national trade initiative. Close to 90,000 people flocked to the 400 booths at the show. Later that day, the head of the Ministry of Electronics Industry, IDG's publishing partner and sponsor of the Golden Projects show, gave a dinner for McGovern in honor of IDG's contributions to the development of China's IT industry.

Following dinner, McGovern turned to more cultural pursuits. The IDG World Celebrity Series concert featured the China Philharmonic Orchestra led by Shui Lan, the assistant conductor for the Detroit Symphony Orchestra. IDG began sponsoring the concert series last year to showcase the talents of China's most promising musicians and composers. The audience of 1,200 people included top Chinese government officials, Chinese business leaders and executives from IBM, Digital, Microsoft, Legend and other IT companies.

Artistic endeavors supported

At a reception following the concert, McGovern announced the creation of the IDG China Cultural Development Fund. Backed by a $1 million initial investment, the nonprofit fund will support a number of artistic endeavors in China. Among them: awards for competitions that promote creativity in music and other arts; sponsorship of concerts; and scholarships for outstanding students in

IDG WORLD UPDATE's LocaLoop

FOR SALE

- **Fischer stereo system.** CD, double cassette, turntable, tuner, glass case. Best offer. Also: **IBM PS/2** Model 60. Best offer.
  - Laura Mascharka, Network World, 508-820-7459

- **Cast iron wood stove.** Black, glass front, side loading. $100 or best offer.
  - Lisa Hilton, InfoWorld, 508-370-0811

- **Living room set.** Pine armoire with two coordinating bookshelves, sofa with queen-size sleeper, oversided chair and ottoman. All brand new and still in manufacturer's plastic. Must see! $4,500 or best offer.
  – Shannan Gehring, Infotainment World, 415-286-2552

- **Mac IIsi.** Original owner. 9 MB RAM, 250 MB hard drive. Needs repairs. Software included. $325. Also: **Emerson VCR.** Four-head, remote, like new. $85. Two years old. Great for bedroom or kids.
  - Vanessa Silva-D'Amelio, Marketing Services, 415-676-3002

- **Bally Lifecycle exercise bike.** Excellent condition. $600 or best offer. Will deliver within the San Francisco Bay Area. Also: **Macintosh SE 1/20 with HP Deskwriter printer**. Includes word processing, Excel and other software. $500 or best offer.
  - Paula Zahakos, Computerworld, 415-548-5542

- **House**. Medway, Mass. Absolutely adorable multi-level home with open floor plan. Six rooms, three bedrooms. Newly renovated kitchen and family room. Living room with fireplace and vaulted ceiling. Lots of closets, pantry and storage space. Attic fan and pull down stairs. All appliances included. Motivated seller! $141,900.
  - Toni O'Connor, Computerworld, 508-820-8566

- **Toshiba 486 T4400SXC color notebook PC**. 8MB RAM, 120MB hard drive, active-matrix color. Trackball mouse. Lightweight. Perfect condition. $1,750.
  - Scott Danish, PC World, 415-978-3226

- **Queen size waterbed**. Includes sheets, heater and mattress. Light oak. Looks new. $125 or best offer.
  - Ginny Bryant, Infotainment World, 415-286-2560

VACATION RENTALS

- **Squaw Mountain Village condo on Moosehead Lake, Maine.** Two bedrooms, two baths, deck, fireplace, golf, tennis, beach, pool and marina. Available for weekly/monthly rental.
  - Alexandra DiIeso, Macworld, 508-370-0831 or 617-923-1788

- **Condo**. Large, sunny top-floor two- to three-bedroom in three-family Victorian in safe, accessible Oak Square, Brighton, Mass. Off-street parking, eat-in-kitchen, high ceilings, appliances, hardwood floors, storage, modern bathroom and front and rear porches. Twelve minutes to Framingham, 20 minutes to Logan Airport. $1,225/month.
  - Ken Vitagliano, IDG World Expo, 508-820-8922

- **Cape Cod cottage.** Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower. On private cul-de-sac. $525/week.
  - Val Sanclemente, IDG Paper Services, 508-877-3272

- **Vacation rental in N.H.'s White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the year.
  - Madeleine Spencer, IDC, 508-935-4390

SERVICES

- **Car pool.** Attempting to organize a car pool from the South Shore to Framingham offices. Pick-up from Park-n-Ride lot on Rte 228 (Exit 14 off Route 3) to all Framingham IDG locations. If interested, call Bob Craig at CW Response Technologies, 508-628-4714.

- **Driveway sealcoating.** Protect your driveway from nature's harsh elements. Snow, rain, sun, oil and changing temperatures can damage your driveway. Satisfaction guaranteed. IDG employees receive a 15% discount. For free estimates please call Rick Eiland at 508-485-7134. Questions? Call Dana Miller at 508-935-4133.

WEDDINGS

Tammy Gryniewicz (Computerworld sales) was married to Sergeant Michael Boisvert (USMC) on Saturday, May 13.

BIRTHS

Deborah Clifford (IDC) and her husband Daniel welcomed son Brendan Daniel on April 21. Brendan weighed 7lbs 9oz and was 20 inches long.

Kate Davey (CIO List Services) and her husband John are the proud parents of Cullen Edward, born February 21 and weighing 7lbs 9oz. Welcome back, Kate!

Send your ads in by June 21 in order for them to appear in the June 26 issue! (Coupon on back page.)

IDG WORLD UPDATE's Local Loop

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

IDG Job Opportunities Update
Monday May 29, 1995

ASSOCIATE ANALYST, PRINTERS (IDC)
This position requires strong written and analytical skills, PC/MAC proficiency and the ability/willingness to eventually be able to undertake public speaking. Knowledge of the printer market and/or related areas required.

CONSULTING & CUSTOM RESEARCH DIRECTOR (IDC)
The Director will develop and manage the custom research and consulting business. Ideal candidate should have 7-10 years experience including market consulting and research experience with system, server, and/or workstation vendors. A proven track record in managing/supporting the sale of consulting projects essential. Solid research and consulting skills required.

COMMUNICATIONS CONSULTING MANAGER (IDC)
The individual in this position will be responsible for proposal writing, data collection, project management and presentation/report writing. Excellent writing and presentation skills required. Analytical capabilities a must. Consulting experience preferred.

REPORTER (FCW)
Federal Computer Week is seeking a reporter to cover a DOD/civilian agency beat. Successful candidate will be a high-energy, hard news driven individual with a minimum of two years reporting experience.

DISTRICT SALES MANAGER (FCW)
The ideal candidate should be a highly motivated team player who is willing to learn the Federal IT market. Sales experience with leading New England IT ad agencies and vendors required. Excellent communication skills are necessary. College degree preferred.

VICE PRESIDENT/GENERAL MANAGER - ELECTRONIC MEDIA DIVISION (CWI)
Successful candidate will be responsible for directing the operation of new ventures in on-line and electronic media for a start-up, including licensing of content and creation of new services. Individual will also be responsible for business planning and the financial management of the division. He/she will play a key role in directing the activities relating to product development, business development and product marketing. Candidate will work closely with the Sales, Editorial Content, and Technical Development and Support team members. Successful track record in the management of start-ups and new ventures in the media, news and computer publishing fields necessary. Knowledge of the computer and communications industry preferred.

TELEPHONE INTERVIEWER (CWDD)
The selected candidate will conduct telephone interviews with top executives and key marketing personnel for new leads and gather information on their products. Duties will include updating existing company profiles in the database. Telephone interviewing experience and strong communication skills necessary. Knowledge of the computer industry required. Accuracy a must.

IDG Job Opportunities Update
Monday May 29, 1995

SALES REPRESENTATIVE / DISPLAY (IW)
The individual in this position will be responsible for prospecting and maintaining advertising space for InfoWorld's Display Editions. The territory will include Washington, Oregon and British Columbia. A minimum of 5 years of outside ad sales experience and knowledge of the computer industry required.

ACCOUNT EXECUTIVE / INSIDE PARTNER (IW)
The successful candidate will work in cooperation with the Regional Manager to achieve and increase page revenue plans. Individual will close sales and follow up as directed by Regional Managers and close issues looking for and promoting opportunities to sell additional pages/revenues. Duties will include gathering sales intelligence, prospecting/cold calling and customer service. A minimum of 2-3 years telemarketing or sales experience required. Excellent communication skills are necessary. (5 positions available)

ADMINISTRATIVE ASSISTANT (IDG/B)
The individual in this position will be responsible for coordinating, copying and distributing management reports, meeting planning, maintaining CEO's calendar, handling correspondence and general administrative functions. A minimum of 2 years corporate office experience required. Must be computer literate with knowledge of Microsoft Word and E-mail for the Mac. College degree preferred.

COPY EDITOR (IDG/B)
Ideal candidate will be responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity, accuracy and writing level. Word processing experience required. Excellent organizational skills necessary. A college degree in English or related field essential. Book publishing experience a plus.

SENIOR ASSOCIATE EDITOR - NEWS (PCW)
The individual in this position will be responsible for reporting, writing and editing new product stories and trend articles, representing the publication at trade shows and conferences and meeting with computer and software vendors to gather information relevant to PC World's readership. He/she must have thorough knowledge of issues in the PC industry. Excellent reporting and writing skills necessary. A minimum of 3 years magazine experience essential. Travel required.

TECHNICAL WRITER (PCW NEWSLETTERS)
Responsible individual will write how-to and advice stories for personal computer newsletters. Candidate must be deadline oriented and possess excellent communication skills. Individual should have either Macintosh or Graphics and Desktop Publishing experience as follows: (1) Macintosh expert: System software and applications software, such as MS Word, MS Excel, filmmaker Pro and Claris Works. PowerBook experience a plus. (2) Graphics and Desktop Publishing expert: Microsoft Publisher, Aldus PageMaker, Aldus Freehand, Adobe Photoshop and Adobe Illustrator.

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director of Financial Planning & Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Senior Manager, Applications Dev.	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Budget Accountant	Boston, MA	P. Fowler	(508)935-4796
IDG/MSD	Director, Online Business Development	East/West Coast	M. Neece	(508)935-4149
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
Infovision	Account Director (2)	MA/NY	M. Koethe	(508)935-4531
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	IS Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	IS Manager	Framingham, MA	S. Brown	(508)935-4099
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Imaging Specialist	Framingham, MA	D. Volpe	(508)935-4192
NW	District Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)935-4192
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Associate Analyst, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Admin I	Framingham, MA	D. Miller	(508)935-4133
IDC	Distribution Channels Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
IDC	Research Manager, PC Hardware	Framingham, MA	S. Miller	(508)935-4133
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Manager, Personal Systems Consulting	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Manager, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
CWI	VP/General Mgr. / Electronic Media Div.	Framingham, MA	S. Perry	(508)820-8160
CWI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Information Systems Support Specialist	Framingham, MA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	P/T Telephone Interviewers (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	Market Research Intern	Framingham, MA	C. Chupka	(508)820-8162
CWDD	Information Systems Intern	Framingham, MA	C. Chupka	(508)820-8162
CW/RT	Telemarketing Respresentative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	District Sales Manager	New England	M. Koethe	(508)935-4531
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IWORLD	VP Marketing/Business Development	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	Product Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	VP Operations	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	IS / Network Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	User Interface Design Expert	San Mateo, CA	D. Vieraitis	(415)312-0566
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
IW	Account Exec / Inside Partner (5)	TBA	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	Seattle, WA	D. Vieraitis	(415)312-0566
IW	Test Developer, Applications	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669

IDG Job Opportunities Update

May 29, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Administrative Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Lead Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Faxback Technical Operations Admin.	San Francisco, CA	T. Ohara	(415)978-3204
PCW	Senior Member, Technical Staff	San Francisco, CA	N. Noble	(415)978-3361
PCW	Member, Technical Staff	San Francisco, CA	N. Noble	(415)978-3361
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Sales Department Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Network Manager	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Executive	San Francisco, CA	M. Chow	(415)978-3272
MAC	Macintosh Database Programmer	San Francisco, CA	S. Daniels	(415)978-3379
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Regional Account Manager / E2	Los Angeles, CA	J. Shepherd	(415)286-2530
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

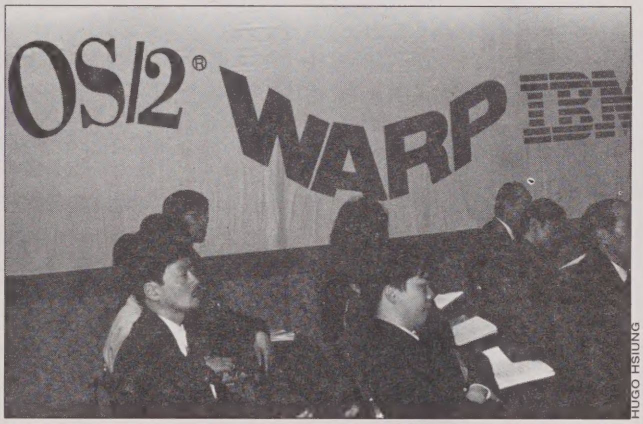
IDG
IDG 世界名人名作
IDG WORLD CELEBRITY S IE

HUGO HSIUNG

THE CHINA PHILHARMONIC ORCHESTRA HEADLINED THE SECOND ANNUAL *IDG World Celebrity Series Concert in Beijing.*

music and art. While at the reception, McGovern noted that IDG was the first information services company of its kind to enter the Chinese market 15 years ago. Since then, the publishing business it has built "appropriately reflects" a melding of Chinese and American ideas. "We would like to show our thanks for this success by providing opportunities for showcasing the jewels in China's artistic crown, both now and in years to come," McGovern said.

On April 22, McGovern was on his way back to the U.S. to attend Comdex/Spring in Atlanta, while Bob Metcalfe traveled on to the International Laptop and Multimedia Show, which was organized by IDG Shenzhen. The April trip marked McGovern's 50th visit to China and was certainly not the last. McGovern said he expects China to be one of the three largest customers for IDG's services by 2010, after the U.S. and Europe.



HUGO HSIUNG

MORE THAN 1,200 PEOPLE ATTENDED THE LAUNCH OF *OS/2 Warp in China, the first event IDG Asia had produced for a non-IDG client.*

BEFORE HE ARRIVED IN CHINA, PAT McGOVERN *stopped in Hong Kong to visit employees of IDG World Expo/Asia and IDG Marketing Services. (Left to right):* ***Kenson Tsu****, sales manager, Electronic Product World;* ***Lydia Chan****, general manager, IMS;* ***Venny Tang****, assistant marketing manager, World Expo;* ***Ivy Sze****, sales manager, IMS;* ***Angela Yeung****, administrative assistant, World Expo;* ***Hugo Hsiung****, director, IDG Asia;* ***Gary Fung****, vice president, World Expo.*

PCW ESPAÑA

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pesetas. In the rankings, this represented a jump of 11 positions over the previous year.

Looking specifically at magazines dedicated to information technology that grew 51% over the past year, *PCW* ranked No. 1. The publication beat its closest competitor, *PC Magazine,* by more than doubling its ad revenues. *PC Magazine* suffered a 2% decline in ad revenues for '94.

Circulation jumps 46%

Paralleling its growth in ad bookings, *PCW España* emerged as the leader in circulation growth with a 46% increase in circulation, according to O.J.D., the Spanish circulation control organization. The magazine has a circulation of 60,000 with a total readership of 345,000. In contrast, *PC Magazine* has a circulation of 39,000 with an audience of 240,000 and experienced only a 14% growth in circulation last year.

According to IDG Spain Country Manager **Paco Zabala**, these rankings mean that advertisers recognize *PCW España* as the best vehicle for their products, even though *PCW* ads are more expensive than those of some of its competitors. IDG Spain began publishing *PCW* in 1985.

The magazine is published monthly by a staff of 16 employees and 15 freelancers and is sold at newsstands and to paid subscribers.

ADDRESS CHANGE

Terry Merrell, vice president and general manager for Object World Expositions, has relocated to California.

Her new address is:
Object World Expositions
1101 California Avenue
Suite 100
Corona, CA 91719

Tel: 909-273-3462
Fax: 909-273-3461
Btalk: T.Merrell

NOTEWORTHY

NEW EMPLOYEES

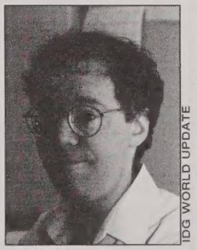
Annmarie Timmins has signed on as a staff writer for *Network World*'s client/server applications team. Most recently managing editor for *RISC World*, Annmarie has a BA in English and journalism from the University of New Hampshire and enjoys camping, hiking and gardening.

Robert Springer is a proofreader for IDG Books in Indianapolis. Robert has a BA in liberal arts from Indiana University and devotes much of his free time to the Student Literacy Corps, for which he earned a Campus Achievement Award.

InfoWorld welcomes **Michelle Murdock** as an associate editor for the Text and Desktop Publishing team. Michelle has a BA in European history from the University of California/Santa Cruz and has a background in technical writing. Her outside pursuits include photography, cycling and radio reporting.

Laura Francesconi has joined Electronic Marketplace Systems as an office assistant. In this capacity Laura will be responsible for receptionist duties and general office assistance. She enjoys singing and playing guitar, and volunteers at a local hospice.

Gabe Weiss has been hired as a desktop specialist for IDC. Previously a production editor for Cahners Publishing, Gabe earned an MFA in music from Mannes College and Queens College. Music, reading and parenting are Gabe's primary outside interests.


IDG WORLD UPDATE

WEISS

Tatiana Engurasoff is the receptionist for IDC in Mountain View, Calif. Tatiana studied international relations at Los Angeles City College and enjoys flower arranging and cooking in her free time.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS

Marilena Maia - IDG Brazil

THIRTEEN YEARS

Deb Waters-Colacchio - IDG

ELEVEN YEARS

Doug Barney - InfoWorld
Cristina Escobar - IDG Mexico
Mitchell Betts - Computerworld

TEN YEARS

Andreas Dunse - IDG Germany
Rudolf Schuster - IDG Germany
Walter Kainz - IDG Germany

NINE YEARS

Martin Hingley - IDC U.K.
Dagmar Batschat - IDG Germany
Analia Guimil - IDC Argentina

EIGHT YEARS

Susanne Kratoschka - IDG Germany
Linda Manes Goodwin - PC World
Norman Noble - IDG Central Svcs.

SEVEN YEARS

Colette Cornish - PC World
Nini Barnouin - IDG France
Oralia Hernandez - IDG Mexico

SIX YEARS

Edilene Araujo - IDG Brazil
Irene Chen - IDG Taiwan
Whitney Wu - IDG Taiwan
Alan Alper - Computerworld

FIVE YEARS

Debora Sordini - IDG Italy
Paulo Roberto Pinto - IDG Brazil
Gerardine McKeon - IDC U.K.
Judy Mallman - InfoWorld
Bea Horváth - IDG Hungary
Ica Rodriguez - IDG Hungary
Clare O'Brien - Network World

FOUR YEARS

Torgny Husen - IDG Sweden
Johan Marnfeldt - IDG Sweden
Richard Johnson - PC World
Mark Taussig - PC World
Catherine Truman - IDG Marketing Svcs.
Paul Molenaar - IDG Netherlands
Sonomi Hamanaka - IMS Japan
Noboru Masuda - IDG Japan
Glenna Fasold - Network World
Yasemin Kavas - IDG Turkey

THREE YEARS

Valter Silva - IDG Brazil
Erik Hellström - IDG Sweden
Marlene Buschbeck-Idlachemi - Germany
Morten Meilby - IDG Denmark
Jørgen Wessing - IDG Germany
Sylvia Benvenuti - Macworld
László Tihanyi - IDG Hungary
Ron Hall - InfoWorld
Stephen Lawson - InfoWorld
Owen Linderholm - PC World
Mike Rogers - IDG Marketing Svcs.
Rachel Chen - IDG Taiwan
Jessica Monreal - IDG Mexico
Fabian Hernandez - IDG Argentina
John Moore - FCW Group
Ercüment Tasdemir - IDG Turkey

TWO YEARS

Maria Lucia Feriance - IDG Brazil
Andreia Vitorino - IDG Brazil
Ulrike Litzba - IDG Germany
Michael Riis - IDG Germany
Natalie Jeday - InfoWorld
Takumi Takahashi - IDG Japan
Asako Hashimoto - IDG Japan
Claire Lee - IDG Taiwan
Cathy Lin - IDG Taiwan
Vivien Tso - IDG Taiwan
Luis Garcia - IDG Argentina
Kelli Walton - CIO
Stewart Deck - Computerworld

ONE YEAR

Saundra Fitzgerald - IDG Books
Steven Berkowitz - IDG Books
Suki Gear - IDG Books
Mathew Roots - IDG Australia
Anne Ridyard - Macworld U.K.
Mike Ricciuti - InfoWorld
Matthew Moran - Computerworld
Caterina Campisano - Network World
Abby Reidy - IDG Research Svcs.
Susan Falck - IDG Sweden
Jesper Bille Haun - IDG Germany
Tamás Turcsán - IDG Hungary
Deborah Devoe - InfoWorld
Amy Johnson - InfoWorld
Anne Chang - IDG Taiwan
Kristin McAuley - IDG Research Svcs.

PCW MEETINGS

continued from page 1

strategies and using the Internet as a marketing tool.

Among the speakers were *PC World* Publisher **Rich Marino**; **Jonathan Epstein**, president of PC World New Media; **Phil Lemmons**, editor-in-chief of *PC World*; **Greg Mason**, publisher of *Multimedia World*; **Pat Kenealy**, chairman and CEO of *PC World* and **Thomas Gewecke**, director of Online Services for *PC World*.

"Meeting with the other *PC World* people is a very special opportunity to bounce ideas around and generally pick other people's brains," noted *PC World Hong Kong* Editor-in-Chief **Alison Treasure**. "It also reinforces the feeling that IDG is one big family with vast resources."

PCW takes Latin America by storm

The launch of the first regional edition of *PC World* dominated the discussions at the two-day Latin America meeting held earlier this month in Buenos Aires.

The culmination of seven months of hard work on the part of IDG's newly established Miami-based IDG Latin America office as well as the nine participating Latin American subsidiaries and licensees, the May issue hit the newsstands on the first day of the meeting amid much fanfare.

Some 5,000 posters were plastered around Buenos Aires and announcements were carried on radio and television stations promoting the Argentine edition.

An impromptu survey of a dozen newsstands around Buenos Aires conducted at the conclusion of the first day of the meeting found readers eagerly snapping up the issue.

A highlight of the meeting was a presentation by **Santiago Villazon**, director of IDG Latin America, and **Armando Merino,** director of circulation, which provided an overview of their business unit's operation and a discussion of circulation strategies.

Other speakers included **Heather Martin Maier**, *PC World* senior vice president and director of circulation and research; Jonathan Epstein and Pat Kenealy.

PC WORLD REGIONAL EDITION REFLECTS TEAMWORK

The first regional edition of *PC World* debuted simultaneously in 13 Central and Latin American countries earlier this month. IDG subsidiaries and licensees in Panama, Ecuador, Argentina, Chile, Peru, Colombia, Venezuela, Mexico and Costa Rica are working closely with the IDG Latin America office in Miami to produce the magazines, which contain a combination of translated material from the U.S. issue as well as locally generated editorial.

Miami-based IDG Latin America supplies up to 96 pages of editorial translated into Spanish from *PC World* U.S. each month. Local offices supply a minimum of 16 pages of editorial monthly. Ads are sold by International Marketing Services in the U.S. and each of the local offices. IDG Latin America handles the design, layout and printing of the issues, each of which will carry a localized version of the cover, e.g. *PC World Argentina*, *PC World Ecuador* and *PC World Colombia*.

"Latin America represents a huge developing region, and with the exception of Brazil, it is unified by a common language," noted IDG International Publishing Services President David Hill. "There is tremendous interest in this region within the IT industry, but many of the individual markets are still too small to attract much advertising from the U.S.," he added.

With the consistent format of this regional issue, it becomes much easier to sell advertising across all the issues. "Virtually every ad is being sold into each edition," said International Marketing Services President Frank Cutitta.

The key to the success of this project is cooperation, noted IDG Latin America Director Santiago Villazon. "Fifteen minutes after a *PC World* U.S. editor signs off on a story, we can be working on a translation," he said. The Latin American *PC Worlds* will carry the U.S.-generated copy simultaneously with the U.S. issue, giving those publications a huge advantage over their competitors, Villazon explained.

"We've had a very positive response from advertisers," noted Villazon, adding that the May issue came in at 158% of plan while the June issue, currently being printed, sold 268% of plan.

Readers seemed pleased, too. Recently a reader in Venezuela, thrilled to realize his Spanish-language *PC World Venezuela* contained many of the same articles currently running in the English version *of PC World*, called Villazon in Miami just to say "Gracias!"

Reprints...Reprints...Reprints

InfoWorld will be sponsoring a reprints convocation in September or October on the West Coast. Any IDG business unit with an active reprints program or any group considering launching one is encouraged to participate. The meeting will be held in San Mateo, Calif., most likely on a Thursday and Friday. If you would like to get on the mailing list, please send a message to **Janet Swanson** of *InfoWorld* Reprints via the Internet at: janet_swanson@infoworld.com and/or send a business card to Janet at *InfoWorld*. The meeting will be an open forum in which all participants will give a short presentation describing their current reprints function. The agenda will also cover printing, marketing and the World Wide Web. Input concerning other agenda items is welcome.

CELEBRATING 10

Donald C. Bellomy

HOME: Arlington, Massachusetts

JOINED IDC: October 1984, as associate editor for newsletters (writing the *Gray Sheet*).

CURRENT TITLE: Director, Worldwide Market Studies.

MOST CHALLENGING PART OF JOB: Clearing a path to my PC through the piles of faxes and IDC reports.

MOST UNUSUAL THING THAT'S EVER HAPPENED TO YOU AT WORK: Having only three others show up for an Easter Seals IDC volleyball team I was captaining and then going on to win the first place trophy. Of course, I've never walked right since.

JOINED IDC BECAUSE: They decided it was easier to teach someone who knew something about writing something about computers rather than vice versa, even though my concept of high tech was an IBM Selectric with an eraser key.

BEST WAY TO COMPLIMENT YOU ON YOUR WORK: Clip out my more pithy comments, tape them to the door, and post them on the Internet — not that it's ever happened.

INTERESTS OUTSIDE THE OFFICE: 19th- and 20th-century intellectual, literary, and musical culture; strolling; the three-story Victorian house Muriel and I share with our three cats.

FANTASY JOB: Essayist with carte blanche to comment on anything that interests me, from the debut of the new *Rob Roy* movie to Scott's *Heart of Midlothian* to changes in end-user computing in Japan to misuses of the term "Social Darwinism."

IDG CHAIRMAN PAT McGOVERN DINED WITH DON BELLOMY *(right) in honor of Don's 10 years of service to IDC.*

MOST REWARDING THING YOU'VE EVER DONE: Catching glints of excitement and recognition in at least one person's eyes while I was teaching,writing or simply pontificating.

ONE POSSESSION I'D GRAB IF MY HOUSE WAS ON FIRE: My notes for expanding my dissertation into a book after I retire, or IDG tires of me, whichever comes first.

MANAGER'S PROFILE: "Donald brings a scholar's discipline to IDC's research. His wide-ranging interests, high standards, and deep knowledge of history make him well suited to some of IDC's most demanding multi-dimensional client projects."
- ***David Moschella**, senior vp/Worldwide Research, IDC*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 23

June 5, 1995

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PAGE 2

KELLY CONLIN DISCUSSES THE REORGANIZATION OF IDG WORLD EXPO
PAGE 3

ATTENTION PHOTOGRAPHERS! IDG'S ANNUAL PHOTO CALENDAR CONTEST IS UNDER WAY
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

CW Custom Publications Predicts Banner Year

FY95 promises to be a record year on at least two fronts for Computerworld Custom Publications. The group plans to produce 30 special advertising supplements compared with 19 last year. Moreover, CW Custom Publications is on target to pull in revenue of $3.5 million in FY95 compared with $2 million in FY94.

Director of Publishing Services **Carolyn Novack** described the alliances with Sun Microsystems and *Software Magazine* as "two of the blockbuster programs that have really contributed to *Computerworld*'s bottom line." Sun's involvement with "The Client/Server Advantage," a 32-page supplement in the Feb. 20 issue of *Computerworld*, helped spur advertising contracts with various Sun business partners. Custom Publications' clients usually provide *CW* salespeople with little more than a list of business partners who might be interested in buying advertising. For "The Client/Server Advantage," Sun leveraged its strength with its partners by promoting the supplement as a unique opportunity to reach an important segment of their commercial target audience. As a result, the Custom Publications sales team, composed of West Coast Director **Elaine Offenbach** and Vice President **Larry**

•CONTINUED PAGE 6•

Infotainment World's E3 Premier Dazzles Industry

IDG
NEO
out of your
time

TIM CLARKE

INFOTAINMENT WORLD'S BOOTH AT ITS ELECTRONIC ENTERTAINMENT EXPO *showcased the company's publications and some of the hottest new gaming products.*

With over 40,800 attendees, the first Electronic Entertainment Expo (E3) not only beat organizers' pre-show estimates by 10,000 but set the record for the largest first-time trade show launch in history, according to *Tradeshow Monthly*.

Held last month in Los Angeles and co-produced by Infotainment World and Knowledge Industry Publications, Inc., E3 was the first exposition dedicated to the interactive entertainment industry. Prior to the introduction of E3, the Consumer Electronics Show (CES) was the only venue for exhibitors, retailers and electronic entertainment enthusiasts.

E3's debut provided a more appropriate channel for all parties involved as evidenced by the demise of the Spring CES and the Interactive Digital Software Association's (IDSA) endorsement of E3 as the industry's official trade show.

A survey of exhibitors conducted by IFTW prior to the event indicated that E3 was the "focal point of exhibitors' promotional plans," according to IFTW President **Pat Ferrell**. Each of the 420 exhibitors introduced an average of eight new products at the show, resulting in the debut of over 1,300 new titles and thou-

•CONTINUED PAGE 5•

Idea-Sharing Tops *World Update* Reader Survey Suggestions

On behalf of the *IDG World Update* staff, thanks to all of you who responded to our *World Update* reader survey a few months ago. Your responses represented a record high for the four years we've conducted the survey. The online reply option not only helped bring in more responses, but more of you took the time to make comments and suggestions. We appreciate the feedback!

In general, *World Update* seems to be meeting most of your expectations; 95% of respondents said they were satisfied with the newsletter. Sixty-six percent said they would really miss it if it failed to arrive at their office, and 58% said *World Update* is the source through which they frequently first hear about IDG news and events.

In terms of reader preferences for various types of articles, news about launches and new products came in first, with 69% of respondents strongly interested. "On line" with **Pat McGovern**, **Kelly Conlin**, **Jim Casella** and **Bill Murphy** was the next most popular column, with 63% of respondents strongly interested.

You rated us highly on three of our four goals — keeping employees informed about company activities, enabling employees to get to know their peers, and making employees feel like they belong to a global family of companies. However, close to 20% of respondents said they didn't think *World Update* did a good job of promoting the sharing of ideas.

Given this kind of response, it's not surprising to see that the suggestions for how to improve *World Update* focused on how to make it more useful. Among the excellent suggestions we plan to incorporate:

- Include contact names and numbers more often so readers can follow up with colleagues for more information.

- Report more frequently on joint efforts between business units.

- Write shorter, more concise stories.

- Showcase "great ideas," including various approaches to solving a business problem.

In addition, you cited the need for an "open forum" in which employees can express opinions, ask questions of each other and share ideas. We are developing a Lotus Notes version of *World Update* for the fall that may include interactive features like a forum, as well as "doc links" that will provide additional resources. If you have any suggestions about what the electronic newsletter should be like, please let us know.

We'll keep doing our best to bring you the IDG information you need — but, as always, we still need your help. We don't have a central source of news; we rely on all IDG employees to tell us what's going on in their business units. Our addresses are on the back page of *IDG World Update*. Keep in touch!

David F. Hill

David F. Hill, publisher

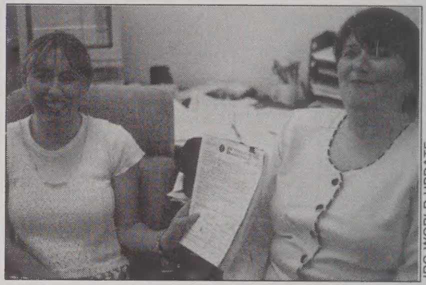
READER SURVEY WINNERS ACT FAST

Congratulations to the employees below who were selected in a random drawing of the first 100 respondents to the *IDG World Update* Reader Survey. *World Update* T-shirts are on their way to:

Elizabeth Baatz, CIO	**Joe Kerwin, InfoWorld**
Jim Sullivan, IDG/C	**Cynthia Laird, CIO**

Peter Hvidtfeldt, CW Denmark

IDC Publications Group Reaches Milestone



IDG WORLD UPDATE

10,000 AND COUNTING. *IDC Analyst, Local Area Networks* ***Esmeralda Silva*** *displays her milestone-achieving bulletin while Publications Director* ***Nancy Kruse Hannigan*** *looks on.*

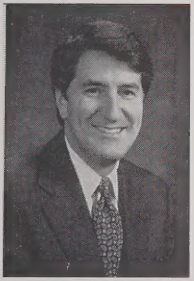
Fourteen years ago IDC began numbering its publications. In 1992, when Publications Director **Nancy Kruse Hannigan** came aboard, the company was up to 6,400 documents. Last month, publication No. 10,000 crossed her desk.

"IDC's output has kicked up tremendously in the past few years," noted Hannigan, whose 17-member department now handles an average of 120 documents per month. Working two shifts, Hannigan's group can deliver a two-day turnaround on most of the bulletins, newsletters and fax flashes generated by IDC analysts in the company's almost 60 research programs.

The author of last month's milestone-achieving document was **Esmeralda Silva**, analyst, Local Area Networks. To mark the occasion, the Publications Department staged an impromptu celebration and presented Silva with a baseball cap embroidered with the words "IDC #10000." Following the cake-and-sparkling-water-celebration, it was back to work. By week's end, the group had signed off on document No. 10,010.

DON'T FORGET!
SEND YOUR "DAY IN THE LIFE OF IDG" PHOTOS TO WORLD UPDATE BY JUNE 16TH!

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Recently I read that IDG World Expo is being reorganized. Is that business unit being dismantled?

A IDG's continued success with decentralized business units led us to conclude that adopting a decentralized style for our exposition activities would allow the most growth opportunity for IDG and our employees. Simply put, the exposition groups in Hong Kong, Tokyo and Munich will now report directly to the Executive Committee as independent business units. The major exposition produced by World Expo in the U.S., ComNet, has been made an independent company as well.

Most recently, the ComNet Company decided to subcontract the show's operations activity to Mitch Hall Associates. This decision was made after considering that Infotainment World was given the continued endorsement of the key trade association for sponsoring future editions of E3, a trade show that had more than 40,000 attendees and 700,000 square feet at its premiere several weeks ago. By any measure, it was a huge success and instantly one of the biggest trade shows in our industry and the biggest trade show for IDG. Infotainment World had selected Mitch Hall to manage the show's operation, and Mitch Hall participated in the "winning bid" for the association endorsement against every major trade show company in the world.

Mitch Hall is now managing operations for MACWORLD Expo, CD-ROM Expo, SunWorld Expo and E3—or all of IDG's major expositions except ComNet. With the addition of ComNet, we create the largest opportunity for professional career development for our exposition staffs, as well as the most efficient structure for the economies and efficiencies associated with the scale of multiple trade shows. Mitch Hall will now operate as IDG Exposition Management to maximize our buying power and market identity.

All ComNet employees will have the opportunity to interview with Mitch Hall for positions at ComNet or for the new employment opportunities created by E3 and other new shows under development.

The "brand management" of ComNet, which includes the positioning of the show, relationships with key vendors, intellectual development of the conference program and international expansion of the brand will remain the responsibility of the ComNet Company, and we continue to search for a president for that group.

It's important to remember that expositions were the fastest growing part of IDG in the last fiscal year, and we expect that growth will continue with these decentralized business units focusing on the opportunities in their respective markets.

Why are you bringing in a vice president of corporate communications?

Two simple reasons: cost and results. We believe that it is more cost effective for us to have a public relations/media relations specialist on staff than it is for us to engage an agency for 100% of our public relation needs. And we believe that having someone dedicated to our needs—and being on-site—will lead to a more effective public relations program.

We hear often from our business units that they want IDG to have an active media relations program as it helps them in employee recruiting and in the value of being identified as an IDG company.

In addition, there are many good stories buried within the creative corridors of IDG that the media would find fascinating. Expertly packaging, explaining and communicating the entrepreneurial success of IDG's worldwide family of business units at a senior, strategic level will be this individual's responsibility.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

TRAVEL UPDATE

Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be reached at 508-935-4093 or BTalk address: L.Pomella. Thomas Cook Travel representatives can be contacted at tel: 508-935-4432 (East Coast) or 415-267-1740 (West Coast).*

Alamo Agreement Supplements Current Avis Deal

Alamo Rent A Car is IDG's secondary car rental vendor. Corporate rates include unlimited free mileage and there are no city surcharges at any Alamo location. Alamo daily rates in the U.S. are as follows:

Car Category	Florida	Rest of U.S.
Economy	$28	$31
Compact	$30	$33
Midsize	$32	$35
Full-size	$35	$38
Premium	$49	$49
Luxury	$55	$55

Alamo does not charge for additional drivers and rates include any airport-imposed taxes. Weekly charges for corporate rentals equal six times the corporate daily rate, and Alamo Express and 60-second service is available to all IDG travelers.

Please contact the Framingham or San Francisco travel office for applications for Alamo Express.

Please Note: IDG is self-insured and has adequate coverage for property damage and bodily injury while employees are traveling on business anywhere in the world. No reimbursement will be made for optional collision damage and personal accident insurance. Travelers must refuse any insurance options offered by the car rental company.

Should you have an accident while traveling on business, please contact Lyndsey Pomella at 1-508-935-4093 or by E-mail at BTalk: L.Pomella.

IDG Negotiates TWA Discount

IDG has signed an agreement with Trans World Airlines giving employees substantial savings on confirmed international business class fares. (With business unit management approval, employees may fly business class on flights over six hours.) Discounts are offered on flights from the U.S. to the following destinations: Barcelona, Frankfurt, Lisbon, London, Madrid, Paris, Athens, Milan, Rome, Tel Aviv, Cairo and Riyadh.

Fares vary depending upon point of departure. For example, the current business class fare for IDG employees traveling from Boston to Paris is $1,927.15, a savings of $1,440 off the published rate; and the IDG discounted rate from San Francisco to Paris is $2,424.15, a savings of $1,522.

USAir discount contract terminated

IDG has terminated its discount contract with USAir. Security and physical safety concerns not effectively addressed by the airline and the elimination of its special discounts to LaGuardia and Washington National Airports have resulted in a decrease in usage by IDG.

IDG now has discount contracts with United, American, Delta, Continental and TWA. In addition, IDG has negotiated a discounted roundtrip fare on Delta's Boston/LaGuardia shuttle for $240, resulting in a $60 savings.

FREQUENT FLYER MILEAGE HIKES

Most U.S. airlines have increased the number of miles needed to earn a free ticket for travel within the U.S. According to an article in *Business Travel News*, the mileage requirement is now 25,000, up 25%.

Corporate Credit Cards Result in Volume Discounts

Individual corporate American Express cards are available to all IDG employees and may be obtained from business managers of individual operating units or from Corporate Travel.

The Corporate American Express card for IDG employees is registered in the individual's name and IDG is not responsible for any charges made on the card. Travelers must submit expense reports for reimbursement within 30 days of their return.

The Travel Department recommends that any U.S. employee who spends more than $500 per year on travel-related expenses carry a corporate card. This enables IDG to effectively track company-wide travel expenses and to negotiate additional discounts.

HELP AROUND THE WORLD FOR AMEX CARDHOLDERS

The Global Assist Hotline is available to all American Express card holders for emergency referral services when traveling more than 100 miles from home. Benefits of this service include:

- **Medical referral for doctors, opticians, dentists, pharmacists and hospitals.**
- **Legal referral.**
- **Fax service for prescription medication.**
- **Relevant pre-trip information concerning passports, visas, etc.**
- **Foreign exchange rates.**

The 24-hour Global Assist Hotline Number is 1-800-554-AMEX. Overseas and in Washington, D.C., call collect 1-202-554-AMEX.

Be A Part of the IDG Team!

The Chemical Bank Corporate Challenge

Boston's Largest Corporate Running Race

When: July 20,1995 at 7:00 p.m.

Where: Start and Finish at Boston Common

Distance: 3.5 miles

Sign-up: Contact **Lynda Fitzpatrick** (508-935-4366) or **Bob McCullough** (508-935-4198) for entry forms

Post-Race Libations: The Red Hat, 9 Bowdoin Street, Boston

Entry forms must be completed and returned to Bob or Lynda by June 15.

Runners of All Levels Are Welcome!
All Participants Will Receive IDG T-shirts

IDG Job Opportunities Update
Monday June 5, 1995

BUSINESS MANAGER (IDG LATIN AMERICA)
The successful candidate will be responsible for financial planning, forecasting and analysis, and for providing operational information and strategic guidance to IDG Latin America. A BS in Accounting or Finance, or equivalent experience required. Excellent communication skills are necessary. A minimum of 5-7 years experience developing financial forecasts, writing, implementing and administering budgets and developing financial reporting systems required. Knowledge of Lotus 1-2-3/Excel and other business software essential. Individual must be bilingual (English and Spanish). Magazine publishing experience preferred.

ADMINISTRATIVE ASSISTANT (IDG)
The individual in this position will provide administrative support for several managers in the accounting department. Responsibilities will include typing, filing, copying, answering phones and other duties as needed. A minimum of 3 years experience in a business environment required.

NETWORK ADMINISTRATOR / MIS SUPPORT (IVI)
The individual in this position will be responsible for providing a smooth running technology infrastructure to support IVI's mission. Duties will include design and implementation of network architecture and related support. Responsibilities will also include configuration and support of hardware, developing a Help Desk and providing assistance to individuals with hardware and software issues. A minimum of 4 years experience in LAN administration required. A CNE in Novell, Unix and familiarity with other NOS's necessary. Expertise in Lotus cc:mail and MS Office essential.

EASTERN REGIONAL SALES MANAGER (CWI)
Computerworld's Client/Server Journal has a newly created opportunity for a sales professional covering the East Coast territory. A minimum of 5-7 years successful advertising sales experience within the high-tech community required. Excellent communication and presentation skills are necessary. Travel required.

ADVERTISING SALES ASSISTANT (CWI)
The selected individual must have excellent telephone skills. Strong organizational and interpersonal skills plus PC proficiency required. A working knowledge of AmiPro and Freelance Graphics software preferred. Candidate will support two district managers and a regional VP in all phases of the advertising sales process.

P/T TELEMARKETING REPRESENTATIVE - 2 positions (CW/RT)
Ideal candidates must have excellent oral and written communication skills. A minimum of 1 year telemarketing experience in a high volume, diverse call center required. Knowledge of LAN systems, Windows and other data entry applications necessary. College degree preferred. Flexible working hours available. (20 hours/week)

IDG Job Opportunities Update
Monday June 5, 1995

WEB PRODUCTION ARTIST (IMI)
The successful candidate will create graphics for print and screen on the Macintosh platform. Demonstrated talent in creating editorial illustrations and information graphics necessary. Fluency in Adobe Photoshop, Illustrator, QuarkXPress, Debabelizer, AppleScript and HTML programming essential. Familiarity of the UNIX platform to create CGI/perl scripts for forms and image maps a must. Candidate will develop editorial art and layout for articles that will appear on the WWW. Completed coursework and/or work experience in interactive/interface design, navigational graphics and design for multimedia a plus.

SALES ASSISTANT (IW)
The individual in this position will handle weekly closing of the display edition, interact with clients via telephone and provide general administrative support as needed. Candidate will be responsible for database management. The environment is fast-paced and requires superb attention to detail and strong organizational skills. PC literacy is a must. Publishing or advertising experience desired.

ASSISTANT ART DIRECTOR (IW)
The selected individual will be responsible for the preparation of photographs and other art, infographics production, page layout, maintenance of art files and general assistance to a six person department. Illustrator and QuarkXPress experience necessary. Photoshop a plus.

PRODUCTION ASSISTANT (IDG/B)
The individual in this position will assist in the preparation of schedules, maintain the production budget, order supplies, process invoices and perform other duties as needed. Must be computer literate (Mac experience preferred) and be familiar with spreadsheet and database software.

ACCOUNT EXECUTIVE (PCW)
Successful candidate will be responsible for managing the development and implementation of online advertising contracts sold by the PC World Online Service Group Sales department. Strong analytical, verbal and written communication skills are necessary. Knowledge of the online industry essential. A basic understanding of the essential principles of marketing and advertising desired. Familiarity with ad agencies, media buying and direct response marketing essential. Experience with WWW or other online tools and technologies desired.

ADMINISTRATIVE OFFICE ASSISTANT (PCW NEWSLETTERS)
The selected candidate will perform administrative office functions for multiple business units at a Boston location. Responsibilities will include maintaining timely and effective expense processing, ordering office supplies/services and providing backup receptionist coverage. Excellent organizational and communication skills necessary. Experience with Microsoft Windows based applications required. Project and time management skills are essential. Knowledge of Lotus 1-2-3/Windows and Lotus Approach database a significant plus.

IDG Job Opportunities Update

June 5, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director of Financial Planning & Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Senior Manager, Applications Dev.	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Budget Accountant	Boston, MA	P. Fowler	(508)935-4796
IDG/MSD	Director, Online Business Development	East/West Coast	M. Neece	(508)935-4149
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG/Latin Am	Business Manager	Miami, FL	P. Fowler	(508)935-4796
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	IS Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Imaging Specialist	Framingham, MA	D. Volpe	(508)935-4192
NW	District Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)935-4192
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Associate Analyst, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Admin I	Framingham, MA	D. Miller	(508)935-4133
IDC	Distribution Channels Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Manager, Personal Systems Consulting	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Manager, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T PC Hardware Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
CWI	Advertising Sales Assistant	Waltham, MA	C. Chupka	(508)820-8162
CWI	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr. / Electronic Media Div.	Framingham, MA	S. Perry	(508)820-8160
CWI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	P/T Telephone Interviewers (2)	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	Market Research Intern	Framingham, MA	C. Chupka	(508)820-8162
CW/RT	P/T Telemarketing Representative (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Respresentative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	District Sales Manager	New England	M. Koethe	(508)935-4531
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IMI	Web Production Artist	San Francisco, CA	F. Lee	(415)267-1722
IVI	Network Admin./ MIS Support	Falls Church, VA	M. Koethe	(508)935-4531
IVI	Account Director (2)	MA/NY	M. Koethe	(508)935-4531
IWORLD	VP Marketing/Business Development	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	Product Manager	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	VP Operations	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	IS / Network Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	User Interface Design Expert	San Mateo, CA	D. Vieraitis	(415)312-0566
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
IW	Assistant Art Director	San Mateo, CA	L. Schnid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schnid	(415)312-0669

IDG Job Opportunities Update

June 5, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Account Exec / Inside Partner (5)	IL/CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	Seattle, WA	D. Vieraitis	(415)312-0566
IW	Test Developer, Applications	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Editor-In-Chief	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Administrative Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
PCW	Account Executive	San Francisco, CA	P. Deemer	(415)974-7373
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Associate Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Executive Editor, Reviews & Testing	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Senior Editor, Reviews	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Executive Editor, News	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Sales Department Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	P/T Marketing Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Associate / Senior Associate Editor	San Francisco, CA	C. Person	(415)978-3345
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Regional Account Manager / E2	Los Angeles, CA	J. Shepherd	(415)286-2530
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512
IFTW	Newsstand Sales Specialist	San Mateo, CA	H. Klingel	(415)286-2506

E3 DEBUT

continued from page 1

sands of related products.

Close to 300 credentialed media were privy to a multimedia presentation the day before the show opened that highlighted industry trends and the 50 hottest new products in electronic entertainment. The sneak preview was hosted by musician Todd Rundgren and Scoop, an animated, interactive 3-D journalist from cyberspace created especially for E3. The show has received widespread coverage in both the general and trade press.

Strong multi-business-unit presence

Among the 200 presenters spread across 40 programs were a number of IDG representatives including Pat Ferrell who moderated "Facts & Figures," a discussion of IFTW's third annual research study, "Interactive Electronic Entertainment in the Home Today Through 2000." (See sidebar.) LINK Resources VP/Technology **Walter Miao** served as a panelist for that discussion, and *Electronic Entertainment* Editor-in-Chief **Fred Paul** presented his industry forecasts. *GamePro* Editor-in-Chief **Lee-Anne McDermott** moderated a discussion on "The Portrayal of Women in Interactive Entertainment," and **Hugo Hsiung**, director of IDG Asia, moderated a panel on "Emerging Markets Around the World." *GamePro* Senior Editor **Lawrence Neves** moderated "Hey Kid! - A Panel of Players Speaks Out!" and Vice President of IFTW's Book Division **Ron Resnick** moderated "Electronic Entertainment and Bookstores."

Industry luminaries participating included President and CEO of Sega of America, Inc. Tom Kalinske; President of Sony Electronic Publishing Co. Olaf Olafsson and Chairman of Nintendo of America Howard Lincoln.

"The show exceeded all expectations and had a tremendous effect on IFTW and IDG as key players in the home market," Ferrell said. IFTW and Mitch Hall Associates will co-host the event with the IDSA for the next three years.

Building on the success of the first E3, IFTW plans to bring the show to Europe and Japan next year. IDG World Expo/Japan will produce Japan's first E3 Aug. 29-31, 1996.

E3 will be held again in the U.S. May 30-June 1, 1996 in Los Angeles. For more information contact **Becca Patton** at 415-286-2562.

PHOTOS BY TIM CLARKE

TOP: IFTW PRESIDENT PAT FERRELL (L) *surveys the show floor with Bruce Wolff, an E3 exhibitor.* **(BOTTOM):** *Trade Show/Events Manager for IFTW* ***Julie Marple*** *breaks from the show.*

EXPERTS FORECAST THE INDUSTRY'S FUTURE

In conjunction with E3, IFTW released "Interactive Electronic Entertainment in the Home Today Through 2000: An Industry Discussion."

The study's findings were based on interviews with 40 leading interactive entertainment executives. The following are some of their predictions:

- **The consumer market expansion of 1995 through 1997 is expected to continue through the year 2000 and beyond.**
- **Acclaim, Electronic Arts, Microsoft Corp. and Broderbund Software are likely to be the industry's dominant software companies at the end of this transition period.**
- **Hardware companies that may lead the market post-transition period will be Sony, Nintendo, Sega, Apple and Compaq.**
- **The most important strategy for companies is cross-platforming — among consoles, between cartridge and CD, and between the console and the PC.**

"E2" FAST FACTS

In the U.S.:

- **Electronic entertainment sales generated $1 billion more than was spent on going to the movies last year.**
- **Video games are in 69% of homes with kids ages 12 to 17 years old.**
- **85% of all interactive entertainment game players are male.**
- **Over 11 million homes have online capabilities.**
- **Business users spent $13.5 billion accessing electronic information in 1993.**

(INFORMATION COMPILED BY INFOTAINMENT WORLD)

CUSTOM PUBLISHING

continued from page 1

Craven had an easier time selling the supplement.

Sun salespeople have found the client/server reprints so useful they recently asked *CW* to print an additional 25,000 for use during sales calls and at trade shows.

Another custom publishing success is the four-part white paper series produced as a joint venture between *Computerworld* and *Software Magazine*. The series, "Enterprise Software Directions," will appear quarterly in both publications. Novack said the partnership is significant because it is the first alliance between publications that serve the IT market from very different angles. *Computerworld* focuses on IS managers and professionals responsible for enterprise-wide computing decisions, while *Software Magazine* targets those who are responsible for corporate software decisions. According to IntelliQuest, only 11% of *CW*'s audience reads *Software Magazine*. The large and relatively unduplicated reach of the combined publications was particularly appealing to advertisers.

CW HOSTED A PARTY EARLIER THIS YEAR *to celebrate the success of the Sun Microsystems' project.* ***Elaine Offenbach****, West Coast director, CW Custom Publications (left) and Denise Shiffman, Sun marketing manager, display the supplement.*

CUSTOM PUBLICATIONS SUPPLEMENT BOTTOM LINE

Custom publications is a broad term often used to describe white papers and other kinds of special advertising supplements. Both serve to educate the host publication's readership on emerging technologies and issues. Some types of custom publications give vendors the opportunity to tell their story and, at the same time, provide practical user-based case studies for the readers. For the host publications, the ability to offer new marketing ideas to their customers and the high revenue potential of this product line are very appealing. To maintain the editorial integrity of the host publication, however, any custom publication is labeled "Special Advertising Supplement."

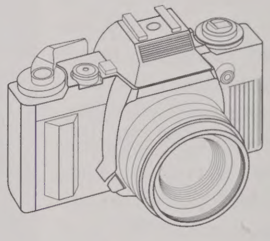
"We want a reader to know that the article on page 1 — and everywhere else within *CW* itself — is sheer journalism, but that a supplement may have more advertiser influence," said Custom Publications Director of Publishing Services Carolyn Novack.

White papers provide a more objective view of a technology and its business benefits, as they are written from the perspective of leading industry analysts or research firms with very little input from the advertisers. Advertising supplements, on the other hand, give the client more control over the editorial content and are usually written by freelance writers.

In 1990, *Computerworld* became the first IDG publication to dedicate a staff to its custom publishing activities. Today a seven-person staff handles marketing and operations, administration, graphics, editorial coordination and sales. CW Custom Publications recently added a managing editor to its staff and has two fulltime ad sales employees. Other *CW* sales people also contribute ideas on topics or types of publications that their clients might be interested in sponsoring and periodically sell ads for the custom publications scheduled on the editorial calendar.

Don't miss IDG's

INTERNATIONAL PHOTO CALENDAR CONTEST



For the 12th year in a row, IDG is sponsoring the International Photo Calendar Contest. Submit your photos and take a chance at having your masterpiece appear on calendars displayed in IDG offices all over the world!

HOW TO ENTER

It's as easy as 1-2-3!

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:

- **Your name.**
- **Business address.**
- **Telephone and fax numbers.**
- **Photo title.**

2. Submit photos as developed, without retouching.

3. Entries must be received by September 15, 1995.

Please send entries to:
Nicole Kassel
IDG Corporate Communications
One Exeter Plaza, 15th floor
Boston, MA 02116
U.S.A.

Questions? Contact Nicole at tel: 617-534-1228 or via the Internet at nicole_kassel@idg.com

A panel of IDG representatives will choose the 12 outstanding photos for the 1996 calendar.

NOTEWORTHY

PROMOTIONS

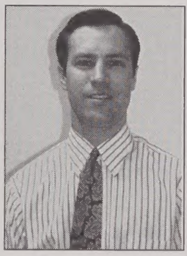
Kevin Fogarty, previously senior writer for *Network World*, has been promoted to senior editor. "He made all the right moves to learn his new beat...and it has paid off with a steady string of breaking news and analysis stories," said *NW* News Editor **Paul Desmond**.

NEW EMPLOYEES

HOLMES

IDG WORLD UPDATE

PC World Newsletters welcomes two new employees to its staff. **Heather Holmes** is the group's fulfillment manager. Heather has held fulfillment management positions at The Christian Science Publishing Society and *The Christian Science Monitor*. When she's not in the office, Heather enjoys planning frequent trips to England and Scotland and helping her husband Roy restore antique cars.


BILBAO

IDG WORLD UPDATE

Andrew Bilbao has signed on as business manager. Andy earned a BA in business and sociology from Skidmore College and an MBA from Boston College. He counts skiing, scuba diving and sky diving among his favorite outside interests.

Greg Koerner has joined *GamePro* as a regional sales manager. Before joining the publication, Greg was a regional sales manager at McGraw-Hill, Inc., responsible for advertising sales for *Open Computing* magazine. He graduated from John Carroll University with a BA in communications and marketing.

As an integration engineer for EMS' Reality Factory, **Kirt Johnson** will be involved in interface programming for IDG net sites. Kirt has a BA in American studies from Wesleyan University. He is in a punk band and enjoys exploring the Internet in his free time.

Jonathan Robinson is interning as an editorial assistant at Infotainment World. Jonathan is currently attending San Francisco State University and pursuing a degree in English with an emphasis on creative writing. He enjoys writing poetry and fiction.

BALDWIN

Howard Baldwin is a senior editor at *Macworld*. Howard, who was editor of the show daily for IFTW's recent E3 trade show, served as senior editor of *PC Computing*. A graduate of Stanford University with a BA in English, his outside interests include cooking and cats.

TRANSFERS

Bill Bernardi, formerly exhibit services coordinator at IDG World Expo for Network World Unplugged, has joined Network World's Special Projects Department as a product specialist.

Gail Nelson, previously copy editor for *PC World*, has joined *Macworld* as a copy editor. Gail has a BA in history and literature from Harvard University and received her MA in comparative literature from the University of Chicago. Outside the office Gail attends plays, films and concerts and enjoys hiking and biking.

ETCETERA

IDG and Network World sponsored tables, and IDC made a contribution, at a fundraiser last month to benefit the South Middlesex Opportunity Council. The organization works to improve the quality of life for low-income and disadvantaged families in the Framingham area.

Proceeds from the event will go toward a new offshoot of the Council, the Metrowest Career Center.

IDG has supported SMOC through a number of programs, including the Giving Tree gift program at Christmas and the "I'd Rather Be Working" job preparation classes for teenagers.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TEN YEARS

Ed Foster - InfoWorld

NINE YEARS

Mary Brandel - Computerworld
John Robison - IDG
Jon Epstein - PC World
Susan Egan - InfoWorld
Kate Ulrich - Macworld

EIGHT YEARS

Gary Anthes - Computerworld
George Glenn - IDG

SEVEN YEARS

Don St. John - Infotainment World

FIVE YEARS

Michael Fitzgerald - Computerworld
Henry Pham - PC World
Nick Petreley - InfoWorld
Paul King - Macworld
Delia de Planchart - IDG Venezuela
Pierre-Alexandre Montagne - IDG France

FOUR YEARS

Carol Johnstone - Macworld

THREE YEARS

Lori Connolly - IDG
Anna Foley - IDG Hong Kong

TWO YEARS

Neslihan Büyükbay - IDG Turkey
Kristin Wattu - Network World
Lisa Ryan - Int'l Publishing Services

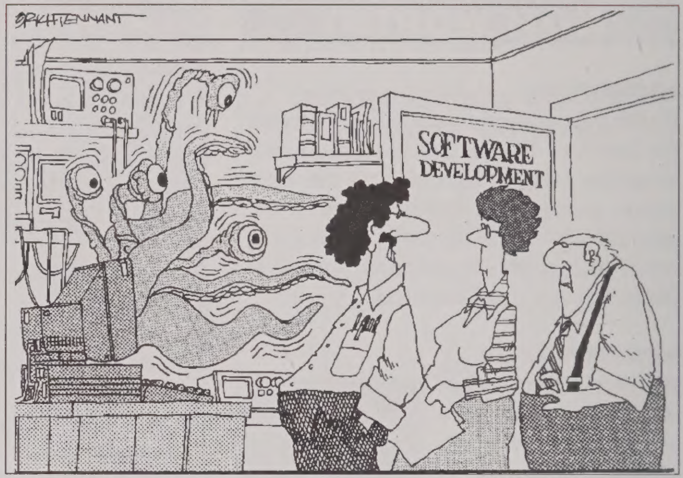
ONE YEAR

Andy Rowe - Infotainment World
Susan Kay Putnam - Infovision Int'l
Jon Skillings - Int'l Publishing Services
Barbara Cole - Network World
Pat Jones - IDG Marketing Services
Maryann Thompson - PC World
Susan Klawiter - Integrated Media, Inc.
Ana Orubeondo - InfoWorld
Beth Roberts - IDG Books
Jonas Ekelund - IDG Sweden
Åsa Nilsson - IDG Sweden
Didier Krainc - IDG France

OFF LINE

WIN A COPY OF RICH TENNANT'S NEW BOOK!

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant



Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, June 20.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's new book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original cartoon by Tennant. Honorable mention winners will receive an *IDG World Update* key chain or pencil sharpener.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com).

Rich Tennant's cartoons appear in more than 10 IDG publications around the world, including Computerworld (U.S.), PC Welt (Germany) and Computing S.A. (South Africa). For information on how to use 5th Wave cartoons in your publication, contact Tennant at fax: 508-546-7747.

Version 2.0 is in U.S. bookstores and may also be ordered from the publisher, Andrews & McMeel, by calling 1-800-642-6480, or writing to them at P.O. Box 419242, Kansas City, MO 64141, U.S.A. The title retails for $6.95; quantity discounts are available.

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 24

June 12, 1995

NEW ZEALAND PC WORLD ASSISTANT EDITOR HONORED AT 1994 QANTUS AWARDS
PAGE 2

ONLINE: HUGO HSIUNG, DIRECTOR OF IDG ASIA, OUTLINES IDG'S INITIATIVES IN ASIA
PAGE 3

LOTUS NOTES UPDATE FOCUSES ON NEW IS HIRES, BUSINESSWIRE CHANGES
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Macworld Hosts Readers, Top Advertisers at Half-Day Event

Hands-on forum brings publication's readers face-to-face with leading vendors

ACTIVE BUYER DAYS
APS TECHNOLOGIES
Technolo

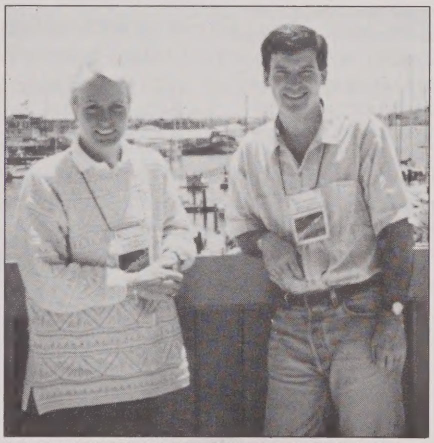
MACWORLD READERS GET A CHANCE *to speak one-on-one with one of the 25 exhibitors at the publication's first Active Buyer Day. The hugely successful event will be repeated two more times during this fiscal year.*

Macworld recently staged its first Active Buyer Day, a forum designed to bring together the publication's top readers and advertisers for a half day of product demonstrations and informal discussion.

Organized by *Macworld*'s five-person marketing department, each invitation-only event will focus on a single topic. The inaugural Active Buyer Day,

•CONTINUED PAGE 4•

Marketing and Research Staff Gain Valuable Insights



IDG RESEARCH SERVICES PRESIDENT ***Kathy Dinneen*** *(left) and IDG Marketing Services Director of Marketing* ***Chris McAndrews*** *co-chaired the '95 Marketing and Research Function Meeting.*

PHOTOS BY TIM CLARKE

(LEFT-RIGHT): IDG MARKETING SERVICES *Presentation Specialist* ***Pat Jones*** *and Events Manager* ***Jennifer Rizzo*** *ready the conference room for the first presentations at the Newport Marriott last month.*

The fourth annual Marketing and Research Function Meeting provided an important venue for both the exchange of information between IDG counterparts and the introduction of outsiders' perspectives on the industry.

Against the backdrop of the harbor in Newport, R.I., 64 IDG marketing and research professionals gathered for four days of intensive analysis of their current practices and brainstorming on the future direction of their fields.

To better serve the needs of all participants, the agenda consisted of broad-based sessions tailored to the entire audience, as well as marketing-specific and research-specific panels and presentations. Feedback from attendees showed the value of an agenda that crossed boundaries to address the diverse job functions within IDG. "Research and marketing are increasingly important tools in international publishing," said International Publishing Services VP/Licensing **Tim Clarke**. "Ideas from many of the sessions will prove useful to our licensees."

Meeting co-chairs **Kathy Dinneen**, president of IDG Research Services, and **Chris McAndrews**, director of marketing for IDG Marketing Services, put to-

•CONTINUED PAGE 5•

IN BRIEF

Bulgarian Publisher Hits the Trade Show Trail

IDG TECHNIKA COMMUNICATIONS/BULGARIA STAFF *members **Nedialka Yolovska**, deputy editor-in-chief (second from left); **Tatiana Hinova**, general manager; and **Mila Pancheva**, sales manager, staff their CeBIT booth while a visitor browses. Among the publications was a special issue from Computerworld Bulgaria, "IT in Accounting," that provided an overview of 36 Bulgarian accounting software systems. Other issues in the series of special editions have targeted IT in banking and in telecommunications.*

IDG Technika also exhibited at American Tech '95 in Sofia, Bulgaria, this past April. Bulgarian companies displayed the latest U.S. products available in the Bulgarian market, and IDG Technika exhibited its local editions of Computerworld, PC World and Network World.

ExecuTrain Expands to Offer Technical Training

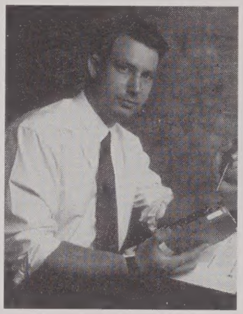
ExecuTrain has announced that it is expanding its curriculum to include technical training: network management and administration, client/server technology, high-end operating systems and application development and programming.

The company has been specializing in educating business professionals about popular software packages and new innovations in computer technology.

"We've been changing and evolving with the IT market for the past 11 years," said ExecuTrain CEO/President **David Deutsch**. "As end-user applications become more sophisticated and groupware and collaborative environments re-shape the enterprise computing system, we will continue to meet the demands of our customers, providing them with a total training solution."

Technical Training courses, most in two- and three-day segments, will be geared to help high-level users prepare for industry certifications. More than 90 of ExecuTrain's 135 worldwide locations are preparing to offer the new courses.

New Zealand's Chris Keall Honored at Qantus Awards



KEALL

New Zealand PC World Assistant Editor **Chris Keall** won the Best Single Computer Feature (magazine) award at the 1994 Qantus Media Awards, held in Auckland last month

The judge, Nene King, editorial director of the *Australian Women's Weekly* and *Woman's Day*, said of Keall's feature, "Mass Market PCs" (*NZ PC World* June 1994), "Chris Keall immediately tackled the daunting task of marrying the mass market with what many in that market see as an alien beast. He also adds a touch of humor to the daunting task."

In researching the feature, Keall visited retail stores posing as a novice buyer. He recorded the often hapless and bizarre advice handed to him by retail sales staff — then quoted it back to retail managers at Compaq, IBM and other PC companies selling through mass market outlets.

According to Keall, the vendors responded with careful on-the-record quotes such as, "Bringing retail staff up to speed was a lot bigger job than we anticipated."

And, according to Keall, while none of the PC vendors particularly appreciated the publicity generated by the article, a Packard Bell manager did send a fax that read, "Your retail sales article makes a great teaching aid for our training sessions."

PCW, MMW Go with PRODIGY

Two million PRODIGY subscribers are now able to access the online editions of *PC World* and *Multimedia World*. The recent agreement with PRODIGY means that the publications are now available on all major consumer online services. *PCW*'s first online venture was with America Online in March 1992, and the magazine is available to more online users than any other computer publication.

Users will be able to, among other options, search and browse current and past magazine issues and new online-exclusive editorial, access PC and multimedia-oriented newsgroups on the Internet, and interact with *PCW* and *MMW* editors and each other through bulletin boards, E-mail and chat areas.

In addition, advertisers can sell products directly to online users through premium screen placement, branded online areas and two-way World Wide Web hyperlinks.

ON LINE

HUGO HSIUNG

The director of IDG Asia is this week's guest columnist.

Q Up until this year, IDG Asia was known as the Asia Support Center. What's the reason for the change?

A The name change was suggested by a few clients as they often think of "support center" as IDG's internal service center that provides services to IDG's operations in Asia only, which, of course, does not correctly reflect what our business unit is doing.

What is the mission of IDG Asia?

IDG Asia has four missions:

1) To serve as the gateway for international clients to the marketing and information power of IDG in Asia.

2) To coordinate IDG's resources in Asia to provide international clients with business solutions for success.

3) To help our business units in Asia grow.

4) To help the Chairman and the Executive Committee with new project evaluation and new investments and commitments in Asia.

Could you give some examples of IDG Asia's activities?

IDG Asia recently entered into an agreement with IBM to provide marketing strategy consulting services to help Big Blue market its OS/2 Warp products in China. We helped IBM produce two major launch events in Beijing and Shanghai in April and also helped design their ad campaigns.

IDG Asia recently helped IDG World Expo/Hong Kong sign a contract with a Vietnamese business partner to organize the Vietnam Computerworld Expo '95 in Hanoi. In addition, IDG Asia worked with IDG Books to identify a book publishing partner in China that will translate and publish more than 50 of IDG Books' titles in China this year.

IDG Asia has offices in Boston and San Mateo. How do the functions of these two offices overlap or remain distinct?

Basically, the two offices have similar functions. The slight difference is that the San Mateo office does more service work, as the West Coast is the gateway to Asia, while the Boston office does more development work as this has more to do with investment decisions. Although I am based in Boston, I visit San Mateo frequently and spend an average of two weeks traveling in Asia each month.

Why has IDG signed so many different joint ventures in China?

In China, a foreign publisher still cannot run a publishing house on its own; it has to do business with a business partner. For the publishing business, the Chinese partner must be approved by the government. As most of our publications were previously operated by different Chinese partners before IDG's involvement, IDG has to sign joint venture deals with different partners.

To date, IDG has four joint venture publishing partners in Beijing, publishing three weekly newspapers and five monthly magazines, while the other four publications are licensing deals.

To better coordinate our business in China, we are registering IDG China Ltd. as a holding company in Beijing. For the time being, we have been using the former IDG High Tech (Beijing) office, which is wholly owned by IDG, to serve as the IDG China office.

How do you initiate contacts in Asia, and what are the criteria you use to decide whether you will pursue a venture with an Asian company?

Most often, I initiate contacts through the recommendation of our colleagues working in Asian countries. Market, product and the "product champion" are the three key criteria I have been using to decide whether I will recommend a venture with an Asian company.

What does IDG do with its profits from China? Is there a law that restricts foreign companies from taking profits out of the country?

China has never had a policy restricting a foreign investor from repatriating its earnings or dividends from China, and IDG has never had a problem transferring funds out of the country.

We have chosen to reinvest our dividends in China because the dividend reinvestment gives a foreign investor a very favorable tax benefit (a tax refund that equals about 20% of the total amount of the dividends a foreign investor has invested).

What are the forecasts for Asia's IT market over the next few years, and how do you see IDG's Asian initiatives evolving?

IDC predicts that information technology spending in Asia will grow to $110.6 billion by 1998, up from $77.9 billion in 1993. [IDG Chairman] **Pat McGovern** expects IDG's revenue in Asia to grow to 30% of IDG's total revenue by the year 2000.

Therefore, I expect IDG Asia to introduce more and more of IDG's services to the Asian markets in terms of more publications, more trade shows, more books and more new ways of disseminating information, such as online services, CD-ROM, etc.

NOTES UPDATE

This column appears monthly to address issues related to IDG's adoption of a new Lotus Notes-based global communications system. If you have specific questions you would like answered regarding Lotus Notes, please send them to World Update at fax: 617-423-0712 or via the Internet at world_update@idg.com.

This month's article updates you on various Notes-related activities around the company.

NEW HIRES

Boston-based International Publishing Services is in the process of hiring a dedicated manager to evangelize Notes and consult with IDG business units on getting connected. We hope to have the manager in place by mid-July. In addition, IDG's Corporate IS Department is interviewing candidates for a Senior Manager of Application Development who will work closely with IS departments in developing a variety of corporate-wide applications, including some strategic Notes applications for the delivery of Corporate Support Center information.

Until these positions are filled, you may direct any Notes-related questions to **Lisa Ryan** at IPS (tel.: 617-423-9030; fax: 617-423-0712; Notes: Lisa Ryan; Internet: lisa_ryan@idg.com; or BTalk: L.Ryan.

The IDG IS Department, located at 5 Speen Street in Framingham, has also announced that it will be providing IS support to the Corporate Support Center at Exeter Plaza. As part of that support, **Mel Edmonds**, formerly IDC network manager, has taken responsibility as the CSC network technology specialist working at Exeter Plaza, reporting to **Kevin Burns**, senior technology manager. Mel will play a key role in Notes administration for CSC.

IS MANAGERS CONFER

Recently, at the IDG IS Manager's Meeting in South Carolina, the IDG Standards Committee, or ISC, chaired a discussion among all participants about Lotus Notes deployment efforts throughout the company. A general consensus at the meeting was that Notes is an effective communications tool for delivery of reports, mail and databases. IS managers also agreed that Lotus Notes replication requires a structured hierarchical approach, which also requires close collaboration among IS managers throughout IDG. The overall opinion about Notes among IDG business units was very favorable.

In addition, attendees noted that due to the numerous and varied E-mail packages that have been adopted throughout IDG, new mail routing problems have occurred with the use of Notes. However, all agreed that changes must take place so that business units can easily and efficiently communicate with one another. One possible solution is the development of mail standards for use by each IDG company. And, as business units adopt Notes as a standard for communication and information delivery, it is possible that Notes itself will become the defacto E-mail standard for IDG.

BUSINESSWIRE

A new and improved BusinessWire database is now available for all IDG business units. The new feed looks much like the old but is a more robust and stable application. Also, when errors in the transmission from BusinessWire occur, a better tracking and re-distribution system has been developed. If you'd like more information about BusinessWire, please contact Lisa Ryan.

For more information on implementing Notes, contact Lisa Ryan at IPS, tel: 617-423-9030; fax: 617-423-0712; BTalk: L.Ryan; Internet: lisa_ryan@idg.com; Notes: Lisa Ryan.

ADDRESS CHANGE

International Marketing Services/ Europe moved to a new office as of June 12. The new address is:

Church House
18 Church Street
Staines, Middlesex TW18 4EP
England

Tel: 44-1784-210210
Fax: 44-1784-210200

INTERNATIONAL EMPLOYEE SURVEYS DUE JUNE 23

All non-U.S. employees are urged to return their employee surveys as soon as possible. In order to include as many responses as possible, the deadline for returning surveys has been extended to June 23rd. If you have misplaced the pre-addressed envelope supplied with the survey, the address is:

Research Results
P.O. Box 2085
Fitchburg, MA 01420-8085
U.S.A.

MACWORLD

continued from page 1

held in the historic Puck Building in New York's SoHo District, targeted graphics. On hand were 25 high-profile exhibitors including Adobe, Hewlett-Packard, Texas Instruments and Samsung as well as 225 graphics professionals. Participating vendors were required to run in a minimum of two consecutive issues to qualify as exhibitors.

The day got under way with a luncheon sponsored by APS Technologies followed by product demonstrations providing attendees with an opportunity to speak one-on-one with company representatives while filling their stylish *Macworld* canvas bags with mugs, mouse pads, magnets and brochures. A reception, sponsored by Macromedia, and a sweepstakes at which more than $12,000 worth of donated products were given away, rounded out the day's activities.

"The day was a great value add for our customers — both advertisers and readers," noted Macworld Trade Show/ Events Coordinator **Anna Noetzel**. "It was an incredibly successful event, leaving attendees with a bundle of new information straight from the source and exhibitors with the satisfaction of having communicated their message directly to *Macworld*'s active buyers."

Hot on the heels of this successful debut comes Active Buyer Day II: Multimedia, which will be held in San Francisco on June 14 and Active Buyer Day III: Mobile Computing, scheduled for Oct. 11 in the Midwest.

IDG Job Opportunities Update
Monday June 12, 1995

PART-TIME MARKETING RESEARCH INTERN (IDG RESEARCH SERVICES GROUP)
This position is an opportunity for anyone interested in marketing or market research. Duties include assisting in coordination of projects, preparing status reports proofing, maintaining billing system, preparing expense reports and providing clerical support. Excellent organization and administrative skills essential. Mac skills required. (10-20 hours per week.)

ELECTRONIC PUBLICATION SPECIALIST (IDC)
Ideal candidate should have experience bringing electronic publication to market from conception to distribution. Experience with CD-ROM development and production, WWW, and other electronic media is necessary. Experience in project management and process design are crucial. Some programming experience desired. Document design, familiarity with SGML and HTML a plus. BA or significant related experience required.

PART-TIME HUMAN RESOURCES ASSISTANT (IDC)
The individual in this position will prepare recruitment logs, sort, stamp and send appropriate cards and letters to resumes, organize and maintain New Hire packages and HR materials, maintain filing and logging of information in HR records and provide general administrative support. Strong verbal and written communication skills essential. Mac skills a must. (15-20 hours per week).

SENIOR ANALYST, INTERNET COMMUNICATIONS (IDC)
The senior analyst in this program will be responsible for covering areas such as browser/interfaces, Internet servers, access providers, lists/directories, firewalls/security and payment systems. Primary duties will include general program planning (including developing the research agenda and planning/coordination of primary research), writing reports, answering customer inquiry, and working on consulting projects. A minimum of 5 years experience required. Experience in developing Web applications and/or Internet marketing experience a must.

GROUP OPERATIONS COORDINATOR (IDC)
The individual in this position will be responsible for maintaining multiple client tracking systems, general administrative duties, and booking all travel reservations through the company travel agency. Macintosh experience (IBM PC experience a plus), ability to design and produce 10-20 page presentations for research analysts and strong organizational skills required. (Mt. View office).

ACCOUNTS COORDINATOR (IDC)
The executive level accounts coordinator will support the senior sales staff. Duties will include proposal generation, mailers, interaction with both clients/prospects and internal contacts. A minimum of 5 years experience necessary. Excellent communication skills are essential. Knowledge of Macintosh systems, using MS Word, Excel, FileMaker Pro and graphics software required. (Mt. View office)

FEATURE WRITER (CIO)
The successful candidate will be responsible for researching, reporting and writing feature articles and other shorter pieces. Duties will include generating story ideas and meeting with vendor representatives and readers. A minimum of 3-5 years experience in business or technical magazine journalism required. Entrepreneurial team-based culture.

ADMINISTRATOR, EXECUTIVE PROGRAMS (CIO)
The selected individual will provide fulfillment services from start to finish for Executive Programs with a team of contributors. Responsibilities will include data entry, financial report generation, production of correspondence, conference support, database management and documentation processing. Extensive experience with MAC, PC's, FileMaker Pro, MS Word, Excel, Pagemaker and QuarkXPress required. Conference experience and Internet experience preferred. Limited travel.

WEBMASTER (CIO)
The successful candidate must have 3-5 years editorial experience, on-line experience and the enthusiasm for learning on-line technology. Good communication skills essential. Product/trafficking experience and the ability to work closely with numerous departments, including marketing and IS a must.

EDITORIAL ASSISTANT (CIO)
The individual in this position should be detail-oriented, flexible and eager to show initiative. Primary responsibilities include fact-checking, editorial support, clerical work and some research projects. BA in Journalism or English essential. Publishing experience preferred.

SENIOR EDITOR, PC SOFTWARE (CWI)
The individual in this position will be responsible for reporting on products, user issues and trends in the PC software area. Candidate must have demonstrated in previous publishing employment both high productivity and the ability to cultivate sources. Knowledge of the PC software industry required. BA in English or Journalism desired. A minimum of 4 years reporting experience, with at least two years at a computer publication required.

SENIOR COPY EDITOR (IW)
Ideal candidate will edit copy for grammar, spelling and style, write headlines, captions, and work in conjunction with the Chief Copy Editor to oversee a staff of six copy editors. Individual will focus on ensuring that pages are produced both accurately and on time. A degree in English or Journalism plus 3 years experience preferred. Experience with QuarkXPress necessary.

COPY EDITOR (IW)
The individual in this position will edit copy for grammar, spelling and style, write headlines, captions and pull quotes. A degree in English or Journalism plus one year experience preferred. Hands-on experience with QuarkXPress a must. Interest in editing technical copy desired.

EXECUTIVE ASSISTANT (IW)
The individual in this position will be responsible for scheduling, research, travel arrangements, special projects and providing general administrative support. Strong communication skills are necessary. PC literacy required. Previous experience in a similar environment preferred.

DIRECTOR OF BUSINESS DEVELOPMENT (IW)
Ideal candidate will be responsible for the sales management, marketing direction, and business development of InfoWorld's demographic editions, special supplements, custom publishing and on-line revenue opportunities. A minimum of 8-10 years sales experience in the computer publishing industry required. Bachelors degree or equivalent experience preferred.

ASSOCIATE DEVELOPMENT EDITOR (IDG/B)
The individual in this position will be responsible for managing the writing and technical editing process including acquiring new titles, developing books conceptually and ensuring publication of books on microcomputers. Duties will include establishing and maintaining relationships with hardware/software vendors. Excellent word processing skills, including Macintosh, MS Word, DOS, Windows and Hijack are necessary. Excellent communication skills essential.

ASSISTANT EDITOR (IDG/B)
The selected candidate will assist the associate publisher in research, acquisitions and development. Individual will be associated with the process of acquiring new titles and developing books conceptually. Candidate will provide research to aid with the publishing of proposals, develop relationships with authors, columnists, consultants and others in the microcomputer field. Additional duties will include preparing contracts, reviewing manuscripts, evaluating content and trafficking manuscript parts. Experience with the Macintosh computer, MS Word, Aldus PageMaker, IBM PC type computer, DOS, Windows and Hijack are necessary.

ACQUISITIONS ASSOCIATE (IDG/B)
Candidate will develop publishing proposals, find authors, prepare publishing contracts, negotiate terms of contracts, commission outside technical reviews and maintain the review schedule. Duties will include editing manuscripts for organization and content. Must be computer literate with the MAC, MS Word, Aldus PageMaker, IBM PC, Windows and Hijack.

SALES ASSISTANT (IMI)
The successful candidate will provide administrative support to two sales account managers. This position requires Macintosh proficiency in MS Word and Excel. Knowledge of FileMaker Pro helpful. The ability to create presentation graphics using page layout or presentation software preferred.

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director of Financial Planning & Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Senior Manager, Applications Dev.	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Budget Accountant	Boston, MA	P. Fowler	(508)935-4796
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG/Latin Am	Business Manager	Miami, FL	P. Fowler	(508)935-4796
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG/Rsch	P/T Marketing Research Intern	San Francisco, CA	d. Volpe	(508)935-4192
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Feature Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	WEB Master	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	IS Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Imaging Specialist	Framingham, MA	D. Volpe	(508)935-4192
NW	District Manager	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Operations Assistant	Framingham, MA	D. Volpe	(508)935-4192
IDC	Electronic Publication Specialist	Framingham, MA	D. Miller	(508)935)4133
IDC	P/T Human Resource Assistant	Framfingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Operations Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, E-Messaging & Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Distribution Channels Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Manager, Personal Systems Consulting	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Manager, Printers	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Client Services Assoc., IRS	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
CWI	Senior Editor, PC Software	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	C. Chupka	(508)820-8162
CWI	Eastern Regional Sales Manager	Framingham. MA	S. Perry	(508)820-8160
CWI	VP/General Mgr. / Electronic Media Div.	Framingham, MA	S. Perry	(508)820-8160
CWI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	P/T Telephone Interviewers (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	P/T Telemarketing Representative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Representative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	District Sales Manager	New England	M. Koethe	(508)935-4531
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IMI	Web Production Artist	San Francisco, CA	F. Lee	(415)267-1722
IVI	Network Admin./ MIS Support	Falls Church. VA	M. Koethe	(508)935-4531
IVI	Account Director (2)	MA/NY	M. Koethe	(508)935-4531
IWORLD	VP Marketing/Business Development	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	Product Manager	San Mateo, CA	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
IWORLD	VP Operations	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	IS / Network Administrator	San Mateo, CA	D. Vieraitis	(415)312-0566
IWORLD	User Interface Design Expert	San Mateo, CA	D. Vieraitis	(415)312-0566
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
IW	Executive Assistant	San Mateo, CA	L. Schmid	(415)312-0669
IW	Director of Business Development	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schnid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schnid	(415)312-0669
IW	Account Exec / Inside Partner (5)	IL/CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	Seattle, WA	D. Vieraitis	(415)312-0566
IW	Test Developer, Applications	San Mateo, CA	S. Barnes	(415)525-3464
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Administrative Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis; IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IMI	Sales Assistant	San Francisco, CA	F. Lee	(415)267-1722
PCW	Account Executive	San Francisco, CA	P. Deemer	(415)974-7373
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Assistant Editor, PC World Online	San Francisco, CA	J. Moody	(415)978-3289
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Sales Department Coordinator	San Francisco, CA	M. Chow	(415)978-3272
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Regional Account Manager / E2	Los Angeles, CA	J. Shepherd	(415)286-2530
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512

IDG CORPORATE
BOVIARD STAR AWARD PROGRAM

IDG is pleased to continue the **Corporate Boviard Star Award Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary **S**ervice, **T**eamwork **A**nd **R**esults.

The Awards are granted twice a year at the IDG Holiday Luncheon and at the Corporate Picnic. Up to three awards are presented at each event.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the selection committee.

Accounting
Chairman's Office
President's Office
Credit
Finance
Human Resources
IDG Marketing Services/Int'l (IMS)
IDG Marketing Services/U.S. (MSD)
IDG List Services
IDG Research Services
Tax & Legal
Information Services
IDG International Publishing Services:
(G&A, Licensing, IDG News Service, and *IDG World Update*)

Please use the nomination form on the reverse side to nominate an IDG Corporate employee who has provided exemplary service, teamwork or results for your operating unit. Corporate IDG employees can nominate other corporate IDG employees for this award.

Each **STAR** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG STARs will be displayed in the lobby at 5 Speen Street in Framingham.

Nominations must be submitted by **June 28, 1995.**
Please use the form on the reverse side.

BOVIARD STAR AWARD NOMINATION

The recipient of the Corporate Boviard Star Award will be selected from nominations received by the selection committee. VP/Corporate Controller **Ted Bloom**, Corporate Tax Director **Jayne Enos** and VP/Corporate Human Resources **Martha Stephens** will serve on the selection committee. An announcement of the award recipients will be published in the *IDG World Update* and presented at the annual IDG Summer Picnic on July 28, 1995.

EMPLOYEE NAME ______________________________

POSITION or TITLE ______________________________

DEPARTMENT ______________________________

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY:______________________DATE:__________

All nominations must be submitted to Piper Fowler, IDG Human Resources, 5 Speen Street, Framingham, MA by **June 28, 1995.**

MARKETING

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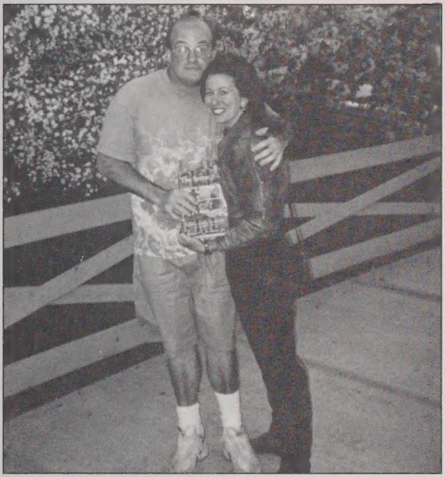

MANAGER OF RESEARCH FOR IDG BOOKS ***Ed Gray*** *and Market Analyst for IDG Marketing Services* ***Melanie Edwards*** *clown around between sessions.*

PHOTOS BY TIM CLARKE

(LEFT-RIGHT): BETH BERTOLOZZI, RESEARCH ANALYST, IDG RESEARCH SERVICES; ***Michele Silverio****, research analyst, IDG Research;* ***Matt McAlister****, associate research analyst, Macworld;* ***Kathy Dinneen*** *and* ***Terry Scuzzarella****, senior research analyst, IDG Research gather during one of the meeting's morning breaks.*

gether a hearty line-up that included an opening speech on "Building Customer Relations in the Interactive Age" by market consultant Don Peppers; a discussion by former IDGer Jack Edmon-ston on "Challenges in Computer Publishing"; and a panel of IDG marketers and researchers, headed by Dinneen, discussing how to effectively work with and promote syndicated research studies.

One of the highlights of the meeting was the agency and advertiser panels. Conducted for the third year, the sessions featured outside marketing executives', account executives' and media professionals' perspectives on working with IT publishing organizations like IDG.

"In addition to the value of the sessions, this meeting provided a valuable means for all IDG marketing and research people to network and share ideas and expertise," Dinneen said.

A post-conference survey showed attendees rated the conference 3.3 overall on a scale of 4."I found the exchange of ideas inspiring and extremely valuable," said *Macworld* Associate Research Analyst **Matt McAlister**. "I walked away from the meeting with some new thoughts on how to deal with many of the issues we face at *Macworld* on a daily basis. My only complaint was that we meet just once a year." 🖳

PANEL SHEDS LIGHT ON THE AGENCY PERSPECTIVE

"The Agency Perspective" panel provided a forum for executives from leading advertising agencies to discuss the issues they wrestle with in serving high-tech clients and what they need from their working relationships with IT publishing companies like IDG.

PC World **Director of Marketing Alan Abrams moderated the panel, composed of Phil Frank, Ammirati & Puris; Nancy Williams, Schell/Mullaney; Richard Notarianni, DDB Needham; and Steve Gray, DRK, Inc. Some of the insights from that discussion follow.**

- **Most effective value-added products/services that IDG provides to clients include: research, lead generation, IDC reports, competitive analyses.**

- **Agencies are enthused about online advertising possibilities including IDG's Internet Home Page, because it provides a good cost per contact ratio.**

- **Print is still the best targeted medium by advertisers. TV is the best medium for building brand awareness.**

- **Agencies want more advance notice of publications' editorial calendars as editorial is the most powerful factor in purchasing decisions.**

- **Advertisers want forecasts of buying patterns for the next 12 months and purchase involvement information.**

NOTEWORTHY

PROMOTIONS

Network World VP/Associate Publisher **Evilee Thibeault** recently announced two promotions. **Sandra Kupiec**, formerly district manager for *Network World*, has been promoted to the newly created position of western regional sales manager. "Sandra joined *NW* in 1987 and has an abundance of knowledge about the market and the publication and has been a tremendous resource to many of us throughout the years," Evilee said.

Lisa Hall, previously district manager for *NW*, has been promoted to senior district manager. "Lisa has been racking up major sales gains since she joined *Network World* two years ago and is currently 85% over in pages compared to last year," noted Evilee.

NEW EMPLOYEES

IDC welcomes two new employees. As an electronic publishing specialist **Rick Laite** will be responsible for the development of a new CD-ROM product. A graduate of the University of Massachusetts/Amherst with a BA in journalism, Rick enjoys skiing.

Robert Gagnon is a desktop systems support specialist. He studied marketing at Berkshire Community College and attended GTE Sylvania Tech for Computer and Electronics Training. His outside interests include breeding Labrador Retrievers, mountain biking and serving as a volunteer firefighter.

Dawn McKenna has signed on as vice president/expo sales and marketing for IDG International Marketing Services. Most recently director of marketing for Reed Exhibition Companies, Dawn has also served as senior show manager for the Society of Manufacturing Engineers. Dawn graduated from Michigan State University with a BA in international relations.

Ron Hall is a copy editor for IDG Books Custom Press. Ron has a BA in comparative literature from Princeton University and a JD from the University of Michigan Law School. Before joining IDG Books, Ron was a self-employed attorney. In his free time he enjoys biking, swimming and tennis.

Tricia O'Connell is interning as a marketing coordinator for *CIO*. Tricia is pursuing a degree in history at Holy Cross College and enjoys writing and dance.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS

Matthew Smith - Computerworld
Robin Silverman - IDG

FOURTEEN YEARS

Patricia Keefe - Computerworld

TWELVE YEARS

Derek Hulitzky - Computerworld

ELEVEN YEARS

Carol Miller - IDC

TEN YEARS

Marilynn Raineri - IDC
Don Best - IDC
Joan-Carol Brigham - IDC

NINE YEARS

Tom Morgan - Macworld

EIGHT YEARS

Bob Brewin - FCW Group
Maureen Preble - Int'l Publishing Svcs.
Cathy Langhaar - Infotainment World

SEVEN YEARS

Patricia Walker - Computerworld
Susan Kusnic - Computerworld
Paul Desmond - Network World
Debra Brown - IDG
Terry Barnes - IDG Australia
Lottis Bergson - IDG Sweden
Rebecca Williamson - IDC

SIX YEARS

Robin Robinson - Computerworld
Janet King - IDG Research Svcs.
Bob Peterson - InfoWorld
Pierre Mangin - IDG France
Bruce Witney - IDC

FIVE YEARS

Johanna Ambrosio - Computerworld
Andrew Everett - IDG World Expo
Bob Carrigan - PC World
Mª Rosa Rodriguez - IDG Spain
Steven Fontaine - IDC
Deborah Clifford - IDC

FOUR YEARS

Bernie Theobald - IDG Marketing Svcs.
Mary Cotugno - Computerworld
Marcia Ross - Computerworld
Bridget Cammarata - CIO
Leslie Barner - IDG Marketing Services
Thomas Gewecke - PC World
Dan Miller - PC World
Galen Gruman - Macworld

THREE YEARS

Ziya Bahtiyar - IDG Turkey
Rob Garretson - Int'l Publishing Svcs.
Carolyn Perot - PC World
Marianella Nuñez - IDG Venezuela
Arthur Labridy - IDG France
Ivan Makharine - IDG France
Christine Yam - Infotainment World
Cara Wong - IDC

TWO YEARS

Joseph Augsburger - IDG Books
Pamela Mourouzis - IDG Books
Ernst Lehmhofer - IDG Germany
Heike Will - IDG Germany
Birgit Mayer - IDG Germany
Randy Randolph - Infotainment World
Andrea Malcolm - CW New Zealand
Laura Segervall -IDC
Paul Mason - IDC
Linda Myers-Tierney - IDC

ONE YEAR

Kristen Skala - Computerworld
Toni O'Connor - Computerworld
Mary Kaye McIntire - Network World
Stephen Compton - PC World
Michael Salayko - PC World
Steve Plevin - Macworld
John McMahon - Infotainment World
Peter Kane - PCW New Zealand
John Farrell - IDC

Danish Employees Mark Service Anniversaries

IDG CHAIRMAN PAT MCGOVERN AND HIS WIFE LORE RECENTLY DINED WITH *IDG Denmark employees who celebrated 10 years with IDG. (From left):* ***Preben Engell****, Lore McGovern,* ***Dorthe Theodoraki****,* ***Leif Rasmussen****,* ***Ole Bolvig Hansen****,* ***Mette Lautrup****, Pat McGovern,* ***Magdalena Axelsen****,* ***Kirsten Rådberg*** *and* ***Dorthe Christensen****.*

Dorthe Theodoraki joined IDG Denmark in March 1983 as a receptionist. Now an editorial assistant, she updates the articles database, builds the photo archives as a Notes database, replies to inquiries and proofreads. Dorthe said she's enjoyed the sense of responsibility IDG has given her and the freedom to create projects and share ideas that benefit colleagues. "Working with a great bunch of fun, talented and creative people" has kept her at IDG. Dorthe recently bought a house and spends her free time bicycling and jogging.

LEIF RASMUSSEN

Among the highlights of *PCW* Sales Manager Leif Rasmussen's 11-year career at IDG was the success of *PC World*'s 10th anniversary issue and the debut of *PC World*'s first CD-ROM. The biggest challenge he faces on the job is keeping informed about IT trends and developments. According to Leif, the best aspects about being at IDG are that no two days are alike and that individuals have a big influence on their own success. Outside the office, his biggest accomplishment has been "pulling myself together and showing my son how to jump from a 10-meter springboard into a swimming pool." Leif spends his free time skiing, fishing, tinkering with cars and enjoying his family.

OLE BOLVIG HANSEN

CW Danmark Sales Manager Ole Bolvig Hansen began his IDG career in July 1984. Maintaining good contact with clients is one of his biggest challenges, but knowing that he's part of the best IT publications team in Denmark keeps his energy level high. Ole's most significant accomplishment at IDG was being involved in the March debut of *ComputerWorld Private*, a supplement for the small office/home office market. After hours, Ole enjoys bicycling and spending time with his friends.

METTE LAUTRUP

A 12-year IDG veteran, Mette Lautrup assists Managing Director **Preben Engell** with administrative tasks. Her mission is "keeping everything up-to-date and making sure that everybody at IDG Denmark is comfortable and happy," a job made easier because of "the great people I work with." Mette has stayed with IDG because she loves the international atmosphere and being in an environment where something new is happening almost all the time. In her spare time, Mette enjoys theater, opera, jazz, tennis and traveling.

MAGDALENA AXELSEN

As an accountant at IDG Denmark, Magdalena Axelsen is in charge of credit, collections and money transactions. She cites "the IDG spirit" as being the lure that's kept her with the company since February 1982. Magdalena says she enjoys working as a team with her very talented colleagues, which makes the monthly challenge of balancing the books go smoothly. Outside the office, her latest accomplishment was helping her son move into his own apartment. An antique collector who loves finding treasures for her old home, Magdalena is also an avid theater-goer.

KIRSTEN RÅDBERG

In addition to greeting IDG visitors, Receptionist Kirsten Rådberg handles the phones, forwards parcels and letters, sends faxes and "keeps 90 colleagues in check." Since joining the company in November 1984 she says she's enjoyed the company of good co-workers and meeting the challenge of quickly connecting customers to the right people or departments. Outside the office, Kirsten can be found working in her garden or traveling.

DORTHE CHRISTENSEN

Subscription and Distribution Manager Dorthe Christensen has stayed with IDG for 11 years because "it is never boring to work in a firm that grows. There are always new products of high quality, new colleagues who are professionals, and a strong feeling of belonging to an IDG worldwide team." Hiring the right people for her department and getting them to work well as a team is her biggest challenge, but Dorthe's success at this has translated into her latest accomplishment: making the mailing system run smoothly so that everyone in the office is satisfied. After hours, Dorthe enjoys swimming, soccer, music and spending time with her four children.

CELEBRATING 10

Michael McShane

HOME: Hayward, Calif.

JOINED IDG: Jan. 5, 1985 as retail sales manager, circulation, *InfoWorld*

CURRENT TITLE: Distribution manager, *InfoWorld*. Responsible for the manufacturing and distribution of 285,000 weekly issues.

MOST CHALLENGING PART OF JOB: Making sure my subscribers receive the correct custom edition of *InfoWorld* and receive it on time.

BEST PART OF JOB: Learning, working and solving problems with *IW*'s other departments. Getting an ever-increasingly complicated manufacturing process to run smoothly.

LATEST ACCOMPLISHMENT: Being part of a successful renegotiation and extension of our printing contract.

CAREER HIGHLIGHT: Being elected by my peers in the publishing industry as USPS Industry Co-Chairman, Western and Pacific United States.

MOST MEMORABLE EVENT AT WORK: Surviving seven publishers!

WHAT'S KEPT YOU HERE FOR 10 YEARS? Facing the challenges and taking advantage of the opportunities.

INTERESTS OUTSIDE THE OFFICE: My family, my friends and my terrible golf game.

MOST REWARDING ACCOMPLISHMENT: My beautiful family!

MICHAEL McSHANE (LEFT) RECENTLY JOINED IDG CHAIRMAN ***Pat McGovern*** *for lunch at the San Francisco Ritz-Carlton in celebration of his 10th anniversary with InfoWorld.*

DREAM VACATION: The South Pacific.

WORDS TO LIVE BY: You only live once. Enjoy the hell out of it!

FIVE PEOPLE YOU'D INVITE TO DINNER: Babe Ruth, John Belushi, Richard Pryor, Jackie Gleason and Richard Nixon.

MANAGER'S PROFILE: "Michael's role at *InfoWorld* encompasses far more than just distribution, and his ability to see the 'big picture' is invaluable. He has been most instrumental in the manufacturing process, promoting a team spirit with production, ad coordination, sales and circulation to ensure the publication is out the door in the most perfect way possible. He is best known for his 'can do' attitude as well as his problem-solving abilities."

- ***Barbara Ruffner****, circulation director, InfoWorld*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Romania Celebrates Its Second Year With Firsts

MIHAELA CARSTEA, MANAGER OF THE *editorial department at IDG Romania, presents a PC World Romania Greatest Award certificate to Willi Zentner, vice president of Epson/Europe.*

IDG Romania's staff had a hectic schedule this spring with conference activities, awards and celebrations.

The Romanian minister of communications was among the dignitaries participating in the company's first telecommunications event in May. Telecom Show '95 featured seminars and technical presentations on IT investments in the country, the Internet in Romania, and new products from major vendors. The event took place in conjunction with a four-

• CONTINUED ON PAGE 5 •

SunWorld Online to Debut in July

Online magazine will take a page from its *Advanced Systems* predecessor

Had it faced the precipitous decline in advertising now affecting the entire Unix publishing market just 12 months ago, *Advanced Systems* might simply have folded its tent and gone away. However, the resilient team behind the market's leading magazine for Unix professionals is instead looking to reinvent itself as a pioneer of the Internet.

Citing increased costs and declining revenue, the San Francisco-based monthly ceased publication with its May issue. However, according to **Gordon Haight**, president of the magazine's publisher Integrated Media, IDG is working with Sun Microsystems Inc. to create an online magazine modeled on *Advanced Systems* precursor *SunWorld*. Currently dubbed *Sun World Online*, the paperless publication is scheduled to debut in July as part of Sun's newly redesigned World Wide Web home page.

> *"We've dramatically reduced all the 'intermediary' costs which include paper, circulation, postage and printing. This completely changes the economics of niche publishing."*
>
> **Michael McCarthy**

SunWorld Online will be produced by an as-yet unnamed new business unit headed by **Michael McCarthy**, former editor-in-chief of *SunWorld* and *Advanced Systems* and a 10-year IDG veteran, and staffed by editors from the print publication. **Michael Sullivan** of the *Advanced Systems* sales team has been tapped as director of advertising for the online publication.

Determining exactly what form that advertising will take is a topic currently consuming much of Sullivan's time. He will be working closely with representatives from Sun and several of their top accounts to develop a workable advertising model. According to Sullivan, advertising on the Internet is still in such an early stage that there is little agreement on rates, means of audience measurement, or ways of integrating online advertising into corporate

• CONTINUED ON PAGE 7 •

IN BRIEF

PCW Debuts as Belarus' First Computer Magazine

The first computer magazine in Belarus debuted in May, drawing praise from advertisers and readers alike. *PC World Belarus* has a circulation of 10,000, almost exclusively from newsstand sales, although subscriptions are expected to grow to 50% of the distribution by the end of the year.

PC WORLD
Belarus
КОМПЬЮТЕРНЫЙ МИР

PC World Belarus is off to a promising start despite the country's dire economic situation. The first issue had 14 pages of ads within its 52 pages. The computer market is one of the few growth areas in Belarus, with most computers being used in small offices and home offices.

"Readers were surprised that a magazine with such quality editorial and design could be published in our country, and advertisers were also pleasantly surprised," said Publisher **Dmitry Yanovich**, who signed a publishing license with IDG late last year. "Some of the biggest computer firms have sent us official congratulations."

Yanovich reported that people are reading the issue cover to cover and that their only complaint is that the publication is "too thin." Readers have also expressed how much they appreciate the magazine's objectivity. Currently, there are two computer newspapers in Belarus, but they have a reputation of reflecting the biases of their publishers — local computer suppliers.

FCW Wins ASBPE Awards

Federal Computer Week was the only IT publication recognized for editorial and graphics excellence at the 17th annual awards competition of the American Society of Business Press Editors' Central Chapter. The awards were distributed June 7 in Cleveland.

FCW snared four prizes, including first place for the best news article for a piece by Editor-at-Large **Bob Brewin** and Reporter **Elizabeth Sikorovsky** entitled "Hackers Storm DOD Nets."

The issue that included that front-page story won second place for the best news section.

FCW's art department received two awards: a second-place finish for the best non-photo front cover, which ran on its Federal Integrator supplement; and a third-place finish for the best front cover on a tabloid.

FCW's award-winning submissions now proceed on to the national ASBPE competition.

*Thanks to FCW Managing Editor **Carolyn Marsan** for contributing this story.*

au. World Dedicates Coverage to Australian Online Services

IDG Australia will begin publication of its newest venture, *au.World*, in August. The magazine is dedicated to on-line services and will run as a customized supplement in each of IDG Australia's six existing magazines—*CW*, *PCW*, *MW*, *NW*, *Reseller* and *Computer Living*.

This unique concept will ensure *au.World* a reach of more than 90,000 computer users. Although some of the editorial and advertising will be shared between all of the publications, special sections in each *au.World* will address the concerns of specific audiences. *au.World*'s editorial content will include practical advice, technical tips and guides to sites on the Net.

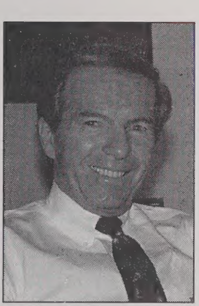
Geoff Ebbs, noted Australian Internet expert, will serve as editor. Ebbs co-authored *The Australian Internet Book* and was instrumental in creating Australia's only international computer television show, *The Big Byte*.

"The Internet may well be the first topic with such widespread interest that it cuts across all of our reader bases," said IDG Australia Managing Director **Don Kennedy**. "However, because we recognize that each group has very special and different information needs, we are in essence creating six demographic editions of *au.World*." Kennedy added that this wide audience provides an extra incentive and rare opportunity for its advertisers.

CW Honors Companies for IS-Friendly Work Environments

(FROM LEFT) KATIE KRESS TAPLETT, CW'S SOUTH ATLANTIC *regional manager for recruitment advertising, and **Pauline Smith**, product manager/senior account executive, award a "1994 Best Places to Work" plaque to FedEx CIO Dennis Jones and FedEx Human Resources staff members Ann Mullis and Julie Yancey. CW's Professional Development Division staff visited many of the companies that ranked highly in CW's first survey of the best work environments in the U.S. for IS professionals. The second annual "Best Places to Work" supplement will appear this month.*

ON LINE



BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q We all hear about the escalating costs of launching a new publication as being one reason for relatively fewer launches and shorter payback periods. Why is it so much more expensive to launch a publication today than say, 10 or 15 years ago?

A Shorter payback periods are a reflection of greater risk. The greater risk reflects the substantial investment commitment required to launch with no guarantee of payback. Over the last 10 to 15 years the launch costs of a new publication have increased dramatically as the four major elements of cost — people, paper, postage, and printing — have increased at rates greater than that of inflation. More important, in the IT market the subscriber base needed to field a competitive entry has increased almost tenfold due to the exponential increase in the number of users.

Because of the substantial investment and high risk, publishers are more prone to quickly kill a publication today than several years ago. We saw Ziff Communications pull the plug on *Corporate Computing* less than 12 months after it was launched and reportedly having invested more than $35 million in the publication.

You've mentioned there are legal restrictions that mandate a maximum ad/edit ratio. What are these restrictions?

The restrictions, which vary by country, are typically applied by the postal system. For instance, in the U.S. most publications are mailed at second class rates, a preferential rate. However, a controlled circulation publication can never exceed 75% advertising or it loses the second class rate for that issue. A paid publication cannot exceed 75% advertising on average for a 12-month period. New rules have been proposed in the U.S. that would drop the 75% to 70% on both controlled and paid circulation publications. Publishing associations are vigorously fighting these proposed new rules.

Optimally, we look for a range of 65% to 70% advertising in our weekly publications, allowing that the percentage will go higher during show periods such as Comdex. On monthly publications we look for a minimum of 50% with the optimum being in the 60%-plus range.

What do you predict IDG's revenue breakdown will look like as we enter the 21st century?

The distribution of revenues has been impacted to a great extent by the phenomenal growth of IDG Books. While we fully expect IDG Books to continue to grow at above average rates, it is unlikely the growth will continue at the rates experienced over the last few years.

Magazine and newspaper publishing operations have and will continue to grow at double-digit rates. As a leading content provider, our ability to participate in the explosion of online services, as well as significantly grow the revenues from our readers, will greatly impact the rate of revenue growth for magazine and newspaper publishing operations.

We are currently taking steps to achieve significant revenue growth in both research and expositions, and there is every reason for us to believe this category will become a more significant part of IDG's total revenues.

So, allowing only for what we know today, and excluding acquisitions, this is likely a reasonable estimate of the breakdown of revenues going into the 21st century:

Revenue Breakdown:	FY94	FY2OOO
Magazine, newspaper publishing:	77%	68%
Research, expos, training:	17%	20%
Book publishing:	6%	12%

As I recall, 1993 was dubbed the Year of the Yield, and in 1994 business units were encouraged to focus on ad/edit ratios. Is there any sort of similar theme for FY95?

With the success we experienced in profitability as a result of the Year of the Yield theme, we decided that rather than adopt a new theme for FY95 we would designate the 1990s as the Decade of the Yield. Clearly, improving yield is the single most important factor in improving profitability since any increase in yield drops right to the bottom line.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

ON THE INTERNET

Untangling the World Wide Web

*This monthly feature is written by **Eric Zimmerman** of Computerworld's IS department.*

The latest craze, and really the first Big Thing to hit the Internet is the World Wide Web (WWW). The Web craze is so big that it's pretty hard to find an Internet story that is *not* about the WWW. All the hype can make the Web awfully hard to pin down.

The WWW is the most elegant way to meander through cyberspace. Special WWW servers located all over the Internet hold vast quantities of information. These servers speak a common language, called HTTP. The documents on the server are stored in a format called HTML. So, in abbreviated terms, navigating the WWW requires a computer that can speak TCP/IP (to get around the Internet), understand HTTP (to talk to the server) and parse HTML (to read and format the document).

Getting past these abbreviations and getting to the Web is not too hard. First, you need an Internet connection so your computer can speak TCP/IP. Then you need a WWW browser, such as Netscape or Mosaic to handle the HTTP and HTML. These can be downloaded from your Internet Service Provider (see last column, May 1) or provided to you by someone in your IS department.

Now come the clever parts that made the WWW take off. The first is the URL. The URL is a pointer that refers to a specific, unique document located somewhere on the Internet. You probably have seen these in ads and business cards. They usually look something like http://www.ibm.com. A browser can use this URL to go off to IBM's WWW server. Like IBM, many companies have WWW servers with home pages. Usually you can get to one by telling your browser to go to:

http://www.companyname.com.

Of course, you'd have to know a lot of URLs if the only way to get around the WWW was to type one in every time.

The escape from this tedium and endless scraps of paper filled with URLs comes from HTML. HTML doesn't do anything on its own; it's more like a document on a word processor than a programming language. But HTML can perform a nifty trick that the memo you wrote this morning can't: hyperlink.

Hyperlinking enables documents to connect to one another. It's a lot like a glorified footnote. If you have a footnote on a printed page, there is a little reference at the bottom that tells you where to look to find out more. Hyperlinking can take you to the source, automatically — anywhere on the WWW. A hyperlink can be a word, a button or a picture. Any part of a WWW document can be a link.

Clicking on these hyperlinks can take you all over the Internet. There are all sorts of WWW sites to visit, and you can click your way through all of them. That's where the fun begins.

NET-SPEAK

HTTP (Hypertext Transfer Protocol): The protocol that WWW servers and browsers use to transfer information.

HTML (Hypertext Markup Language): The formatting language of documents on the WWW. One of its niftiest features is the ability to hyperlink documents across the WWW.

URL (Uniform or Unique Resource Locator): A standard format for finding a document located on the Internet (see box below).

HOME PAGE: A home page is the central HTML document for a person or organization on the WWW. It is often a cross between a table of contents, a title page and a glossy pamphlet. The home page is often a starting point for a surfer who lands at a particular WWW server.

TCP/IP: This is the protocol that keeps the Internet running. See previous columns for more information about it.

BROWSER: A program that a computer user can use to surf the WWW. It talks to WWW servers. The two most popular browsers are Netscape and Mosaic.

THUMBLING ANYONE?

Hats off to IDC Australia's Pete Scott who submitted no less than eight alternatives for the word "surf." Thumbling, which in Pete's words, "seems to capture the highway hitchhiking metaphor and blends it with the whole Net-rambling idea of stumbling around in the dark," was Eric's favorite.

A close second, "thumbing" was submitted by Diane Giangrossi at IDG Books in Indianapolis. T-shirts are on their way to Pete and Diane.

What's in a URL?

URLs, or Uniform Resource Locators, are unique identifiers that point to each and every document on the Internet. To the uninitiated they can seem hopelessly confusing; to those in the know, they are merely confusing!

Sample URL: **http://www.yahoo.com/search.html**

- **http** — This tells you that you will be using HTTP to do your communication.
- **//www.yahoo.com** — This is the name of the computer. All computers on the Internet have a unique number — and frequently a name as well.
- **/search.html** — This is the name of the file that is being requested.

(Yahoo, by the way, is a great place to head on the WWW. Yahoo has an impressive index of WWW sites that you can search.)

IDG Job Opportunities Update
Monday June 19, 1995

ADVERTISING COORDINATOR (NW)
The individual in this position will be responsible for all advertising operations for Direct Response Advertising. Responsibilities will include receipt, logging and processing advertising sales orders and materials, layout specifications and requirements for accounts. Position involves heavy data entry and phone contact with clients and sales representatives. Duties also include assisting the department manager with administrative reports and acting as back-up for display coordinators.

PUBLISHING SYSTEMS SPECIALIST (IW)
This position will focus on day to day management and support of editorial production systems. Individual will implement a new editorial front end and copyflow management system. Additional responsibilities will be to evaluate and implement new publishing technologies as they become available including electronic pre-press solutions leading to an entirely digital publication.

TECHNICAL SPECIALIST (IW)
This position is an addition to the InfoWorld Help Desk and will focus on repair, maintenance, and upgrade of information systems. Excellent hardware and troubleshooting skills are required.

REVIEWS EDITOR (IW)
The successful candidate will work with the Reviews and Testing Teams, planning, coaching and influencing final editing decisions. Individual should have a journalism background plus 5 years writing and editing experience in the computer industry. He/she will work with other editors, test developers and technical analysts.

PROJECT EDITOR - 2 positions (IDG/B)
Ideal candidate must be an organized and skilled editor of manuscripts who can manage/guide authors, technical editors, copy editors and proofreaders. This position requires 3-5 experience in book publishing. English or Journalism background preferred. (Braintree, MA. and Indianapolis, IN).

FEATURES EDITOR, DIGITAL VIDEO MAGAZINE (AMI)
Established magazine serving the video and multimedia marketplace is looking for an experienced Features Editor. The successful candidate must have a minimum of five years experience in a professional publishing environment as well as experience cultivating writers, assigning articles and working with authors to ensure the assignments remain focused and arrive in a timely manner. Strong copy editing skills are essential. Individual should be familiar with multimedia trends and technologies.

MARKETPLACE ACCOUNT REPRESENTATIVE (PCW)
The individual in this position will sell display advertising for Multimedia World's Marketplace section via the telephone. Candidate will service and maintain clients when applicable after the sale is made. General sales experience, familiarity with PC and Multimedia industries, products and the marketplace is essential. Prior work experience in the publishing industry desired. Excellent negotiating, organizational and communication skills necessary.

IS TECHNICIAN (MACWORLD)
The ideal candidate for this position will provide day to day technical support and training to all Macworld staff. He/she will perform and coordinate ongoing maintenance of equipment, as well as perform and coordinate equipment repairs and hardware and software installations. Excellent communication and training skills are necessary. Strong working knowledge of Mac and peripheral hardware, operating systems, networking, electronic mail and applications software necessary. Specific working knowledge of Mac system ad finder, MS Word, Excel, Pagemaker and Quark required.

ADMINISTRATIVE ASSISTANT (MACWORLD)
The individual in this position will provide administrative and office support for an Ad Sales account manager in the Irvine office. A minimum of 2 years experience plus excellent communication skills are necessary. Candidate must be able to handle multiple projects and meet deadlines. Macintosh proficiency (MS Word, Excel and Filemaker Pro) a must.

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

DIVISION	HR CONTACT	PHONE NUMBER
CWI/RTI/CWDD	Susan Perry	(508)820-8160
	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/IPS/List Services	Mary Cornetta-Brown	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
	Elizabeth Martin	(508)935-4649
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC/IMS	Piper Fowler	(508)935-4796
FCW/Infovision Int'l. Inc.	Michele Koethe	(508)935-4531
	Theodora Guest	(508)935-4766
Object World/ComNet	Patty Reilly-Lemire	(508)820-8919
	Theodora Guest	(508)935-4766
CD Solutions, Inc.	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
Macworld	Shelly Ginenthal	(415)978-3203
	Marisa Chow	(415)978-3272
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)655-3016
	Pat Levenduski	(415)655-3015
	Jamie Maroney	(317)596-5222
	Pam Shelley	(317)596-5259

IDG Job Opportunities Update

June 19, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director of Financial Planning & Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Senior Manager, Applications Dev.	Boston, MA	S. Brown	(508)935-4099
IDG/MSD	National Accounts Analyst	San Francisco, CA	P. Fowler	(508)935-4796
IDG/Latin Am	Business Manager	Miami, FL	P. Fowler	(508)935-4796
IDG	Administrative Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Rsch	P/T Marketing Research Intern	San Francisco, CA	d. Volpe	(508)935-4192
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Feature Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	WEB Master	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	IS Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Advertising Coordinator	Framingham, MA	D. Volpe	(508)935-4192
NW	News Editor	Framingham, MA	M. Cornetta	(508)935-4734
IDC	Electronic Publication Specialist	Framingham, MA	D. Miller	(508)935)4133
IDC	P/T Human Resource Assistant	Framfingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Operations Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, E-Messaging & Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Distribution Channels Internship	Framingham, MA	E. Martin	(508)935-4649
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
IDC	Copy Editor, Second Shift	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manager, Printers	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
CWI	Senior Editor, PC Software	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	C. Chupka	(508)820-8162
CWI	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr. / Electronic Media Div.	Framingham, MA	S. Perry	(508)820-8160
CWI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	P/T Telephone Interviewers (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	P/T Telemarketing Representative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Respresentative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	District Sales Manager	New England	M. Koethe	(508)935-4531
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IMI	Web Production Artist	San Francisco, CA	F. Lee	(415)267-1722
IVI	Network Admin./ MIS Support	Falls Church, VA	M. Koethe	(508)935-4531
IVI	Account Director (2)	MA/NY	M. Koethe	(508)935-4531
IWORLD	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
AMI	Features Editor, Digital Video Magazine	San Francisco, CA	K. Miller	(603)924-9470
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)312-0668
IW	Executive Assistant	San Mateo, CA	S. Barnes	(4150525-3464

IDG Job Opportunities Update

June 19, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Director of Business Development	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Senior Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schnid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schnid	(415)312-0669
IW	Account Exec / Inside Partner (5)	IL/CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	Seattle, WA	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Administrative Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Office Assistant: Education	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IMI	Sales Assistant	San Francisco, CA	F. Lee	(415)267-1722
PCW	Marketplace Account Representative	San Francisco, CA	C. Jarmul	(714)250-8014
PCW	Account Executive	San Francisco, CA	P. Deemer	(415)974-7373
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Copy Editor	San Francisco, CA	R. Johnson	(415)978-3252
PCW	Fluegelman Intern	San Francisco, CA	S. Fox	(415)978-3210
PCW	Assistant to the CEO	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Administrative Assistant	Irvine, CA	M. Chow	(415)978-3272
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Regional Account Manager / E2	Los Angeles, CA	J. Shepherd	(415)286-2530
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512

Calling All Reprints Professionals

InfoWorld will be sponsoring a reprints convocation in September or October on the West Coast. Any IDG business unit with an active reprints program or any group considering launching one is encouraged to participate. The meeting will be held in San Mateo, Calif., most likely on a Thursday and Friday.

If you would like to get on the mailing list, please contact **Janet Swanson** of *InfoWorld* Reprints via the Internet at: janet_swanson@infoworld.com or send a business card to Janet at *Info-World*. The meeting will be an open forum in which all participants will give a short presentation describing their current reprints function. The agenda will also cover printing, marketing and the World Wide Web. Input concerning other agenda items is welcome.

ROMANIA

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year-old exhibition, CERF '95, and Managing Director **Mihaela Gorodcov** hopes the telecom portion will become a separate event next year.

IDG Romania used the CERF/Telecom show as the venue for the first *PC World Romania* Greatest Awards, which honor the top-selling products in Romania based on IDC and IDG research.

During the same week, IDG Romania celebrated its second anniversary. The company's publications — *Computerworld*, *PC World* and *Telecom Romania* — lead the market in advertising and controlled distribution. Though there are just three other computer publications, daily newspapers and financial and business weeklies provide tough competition.

However, Gorodcov and her staff emphasize high editorial quality and value-added services such as trade shows and television programs to set IDG apart from rivals. Last month IDG Romania opened a testing lab that analyzes hardware for clients for free.

LOTUS RESTRUCTURES MAINTENANCE PROGRAM; NEW PRICING ENCOURAGES PURCHASE BY AUG. 31

Lotus Development has announced a new two-tiered pricing policy for Lotus Notes and its maintenance program, Lotus Passport, which provides users with free upgrades and enhancements for two years, including the right to install the upcoming Notes Release 4.

Effective Sept. 1, maintenance will be priced as follows:

• Tier 1: Maintenance purchased at the same time as new Notes licenses will be priced at the current rate, which is approximately 20% of the Lotus suggested volume price for Notes.

• Tier 2: Maintenance purchased after the purchase of new licenses will be priced at approximately the current price of maintenance plus the cost of an upgrade to Notes Release 4.

Current Notes users who have not purchased maintenance may do so until Aug. 31 at the current discounted price, which will translate to a savings of approximately $260. For more information on this program, contact Lisa Ryan at International Publishing Services at tel: 617-423-9030; fax: 617-423-0712; Btalk: L.Ryan or Notes: Lisa Ryan.

CW Kiev Marks First Anniversary with Page, Circulation Increases

COMPUTERWORLD KIEV'S EDITORIAL STAFF CELEBRATE THE PUBLICATION'S FIRST *anniversary. IDG's first publication in Ukraine has tripled number of pages and increased circulation by 5,000 since the publication of the first issue on May 25, 1994.*

In addition, Computerworld Kiev was an organizer of three IT expos in Ukraine last year — ComputerEXPO '94/Autumn, SoftForum '95 and ComputerEXPO '95/Spring — and produced special editions for each of the shows. The first color issue of the publication was unveiled at the ComputerEXPO in April.

Computerworld Kiev plans to publish special issues on telecommunications, office technologies and games in the coming months, as well as a special show edition for the ComputerEXPO/Autumn.

NOTEWORTHY

PROMOTIONS

Network World Director of Marketing **Virginia Lehr** has announced two promotions. **Joanne Wittren**, formerly marketing services manager, is now senior marketing services manager. This promotion is "a reflection of Joanne's never-ending quest to put *NW* in front of the people who count through innovative marketing programs at trade shows and industry events," Virginia said.

Kristin Wattu, formerly marketing specialist, has been promoted to marketing/promotions manager. In her new position, Kristin will be increasingly involved in the publication's strategic marketing planning. "Kristin's creative thinking and writing skills give *NW* a first-class marketing look and feel," Virgina said.

NEW EMPLOYEES

Stephen Cervieri is a market analyst for the IDG president's office in Boston. Previously manager of K-III Communications, Stephen has a BA in international relations from Brown University and an MBA from Harvard University. Stephen enjoys playing piano and is a sports enthusiast.

Nancy Vickers has been hired at *Network World* as a permanent, part-time graphic designer in the marketing department. Nancy has been consulting for the publication since February. Her position is a job sharing arrangement with **Donna Kirkey**, and Nancy will be at *NW* on Tuesdays and Thursdays.

HALL

Mike Hall has joined IDG in Framingham as a programmer/analyst. Mike recently graduated from Bentley College with a BS in computer information systems. When he's not adjusting to life in corporate America, Mike enjoys hiking and biking.

IDG Books Midwest welcomes **Kerrie Klein** as a copy editor for the PC Press. Kerrie has a BA in journalism and a certificate in international business from the University of Iowa. She counts golf, horseback riding and softball among her favorite outside interests.

Christopher Greene is IDC's Lotus Notes specialist. Previously Lotus Notes business manager for CTA Inc., Chris earned a BA in math from Northeastern University and an MS in computer science from the University of Massachusetts/Lowell. Outside the office he enjoys golf and skiing.

Daniel Park has signed on as technical systems administrator for *PC World*'s Interactive Fax Services. Daniel graduated from the University of California/Berkeley with a BS in computer science and enjoys a number of sports.

Previously a writer for Editorial America, **Elinet Medina** has been hired as a writer for IDG Latin America in Miami. Elinet earned a BS in civil engineering at the ISPJAE in Havana and enjoys the theater and art museums.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-TWO YEARS

Kathy Dinneen - IDG Research Svcs.

NINETEEN YEARS

Therese Bergstrom - IDC

SEVENTEEN YEARS

Debra Sobin - IDG

FIFTEEN YEARS

Cynthia Delany - Computerworld

ELEVEN YEARS

Richard Buroni - Computerworld
David Peterson - Computerworld

NINE YEARS

Cathy Abes - Macworld

EIGHT YEARS

Frank Hahn - IDG Germany
Irmtrud Schäfer - IDG Germany
Faith Marcello - Computerworld

SEVEN YEARS

Cathy Thacker - IDG
Lois Leuthner - IDG
Nancy Kowal - Computerworld

SIX YEARS

Francisco Sanchez - IDG Spain
Michelle Psyhogeos - Network World
Maryfran Johnson - Computerworld
Pat Ferrell - Infotainment World
LeeAnne McDermott - Infotainment World

FIVE YEARS

Guy Eaton - IDG U.K.
Pat Crotty - InfoWorld
Philippe Rose - IDG France

FOUR YEARS

Patricia Owen - PC World
Sau Ching Lam - LINK Resources
Chris Keall - IDG New Zealand

TWO YEARS

Shellie Anderson - Macworld
Lynn Christofferson - IDG Marketing Svcs.
Amy Guillette - IDG
Ann Lewis - Network World
Donna Bigotti - IDC
Pamm Prince - Computerworld

ONE YEAR

Katherine Gudgin - IDG Hong Kong
Kathleen Anthony - IDG Books
Ilan Greenberg - InfoWorld
Gerry Davidson - IDG Marketing Svcs.
Carol Stiglic - Network World
Katherine Davey - CIO
Ted Poe - Infovision International
Erin McCarthy - Computerworld
Shawn Brown - Computerworld
Jeff Julian - Macworld
Robert Craig - Computerworld

SUNWORLD ONLINE

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marketing campaigns. “I’m tremendously excited by the opportunity to pioneer in this new area of advertising,” Sullivan said. “I’m pumped! And I’m really impressed that Marketing Services has added an individual dedicated to helping IDG exploit this important area to the fullest. I look forward to working with them.”

SunWorld Online will be among the first exclusively online publications available on the Internet. Current plans call for the publication to debut July 1 on the Sun home page (http://www.sun.com) with a monthly publishing schedule, supplemented by event-driven news analysis and trade-show coverage. The editorial content will be independently developed by the IDG editorial team in support of the information needs of Sun system users, McCarthy said. A prototype of *SunWorld Online* can be found at http://sunworld.com.

An ongoing evolution

Evolving to meet the challenges of prevailing market conditions is nothing new for the *Advanced Systems* team. Integrated Media originally acquired *Sun Tech Journal* from Sun Microsystems back in 1990. Under the new banner, *SunWorld*, the publication grew from quarterly to monthly frequency and in readership from about 50,000 to 72,000 Unix professionals.

THE STAFF OF SUNWORLD ONLINE, FROM LEFT TO RIGHT: *Michael Sullivan, Michael O’Connell, Carl Strolle, Mark Cappel, Michael McCarthy, David Burnette and Barbara McDonald.*

Editorially, *SunWorld* transformed itself from a scholarly technical journal into a high-quality product-oriented publication. The Advanced Systems Test Center was established in 1992 with a staff of four, to produce the first standardized, scored comparative reviews in this market. In 1994, the magazine’s name changed to *Advanced Systems* to broaden its advertising base to the entire Unix market, and circulation grew to 90,000.

A move to the mainstream

Despite this move, and despite the popularity of the editorial product among readers and respect for it among vendors, the overall advertising market among Unix publications dropped 20% to 40% in ad pages in the past year, precipitating a crisis that forced the discontinuation of three publications in this market, *Advanced Systems* included. McCarthy pointed out that the ad slump occurred in the midst of the best year ever for the Unix industry. “As Unix has gone more mainstream,” he said, “some key vendors have gone more mainstream in their advertising.”

Dramatic cost cutting

By adopting an online format, McCarthy estimates that his group will reduce its expenses by up to two-thirds of those incurred by the print publication. “We’ve dramatically reduced all the ‘intermediary’ costs, which include paper, circulation, postage and printing,” he explained. “This completely changes the economics of niche publishing.”

Of course, there are new challenges to address. “Creating a look for the publication that is attractive and easy to read is an issue we’re dealing with now,” said McCarthy, who noted that the standard three- or four-column format used by print publications is unworkable online. “We need to rethink all our assumptions about traditional print layout,” said McCarthy, adding that due to the constraints of the online format his group won’t even be hiring an art director. “We’ll probably hire a programmer to help us exploit the technology instead.”

ADDRESS CHANGES

MACWORLD JAPAN
3F KY Sanbancho Building
Sanbancho-1, Chiyoda-ku
Tokyo 102
Japan

Telephone and fax numbers remain the same:
Tel: 81-03-5276-0451
Fax: 81-03-5276-3753

Masashi Kobayashi’s correct BusinessTalk address is: KOBAYASHI

WORLD EXPO/JAPAN AND IMS/JAPAN are sharing the same office space:

Sagamiya Honsha Bldg. 2F
6 Bancho, Ichibanchi
Chiyoda-ku, Tokyo 102
Japan

Telephone and fax numbers remain the same:
World Expo Tel: 81-3-5276-3751
Fax: 81-3-5276-3752
IMS Japan Tel: 81-3-3222-6465
Fax: 81-3-5275-3978

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Room 4, Korola Street, 45,
Minsk, 220004,
Belarus
Tel: 0172-20-19-92
Fax: 0172-20-12-10

CELEBRATING 10

Leslie Barton

HOME: Oakland, Calif.

JOINED IDG: March 1984 as a freelance production artist at *Macworld*; hired full-time in September 1984.

CURRENT TITLE: Senior designer, *Macworld*. I design editorial features and supervise three other designers.

JOINED IDG BECAUSE: After working at two places that had gone bankrupt, I saw the carpeted stat room at *Macworld* and I knew this was a stable company. I left a staff position to freelance part-time at *Macworld* but it paid off six months later when they offered me a full-time job.

DID YOU THINK YOU'D BE HERE 10 YEARS? Never. At that time I hadn't worked or lived in any one place for more than about a year and I wasn't sure I'd even be in California much longer.

WHAT'S KEPT YOU HERE? The exceptionally interesting and talented group of people with whom I've been lucky enough to work.

BEST PART OF THE JOB: After the people, my favorite part of the job is the pace of a monthly magazine. It is very satisfying to work hard on an issue for a month, see it in print within a few weeks, and move on to the next issue. I don't work on anything long enough to get bored with it and there's always something new around the corner.

MOST CHALLENGING PART OF THE JOB: After 10 years of working with images of the Macintosh, the challenge is to keep a fresh outlook.

MACWORLD SENIOR DESIGNER LESLIE BARTON RECENTLY *joined IDG Chairman* ***Pat McGovern*** *for dinner at San Francisco's Ritz-Carlton to celebrate her 10 years of service to the company.*

LATEST ACCOMPLISHMENT: The birth of my son, Jesse Cole, last year. He continues to surprise and delight me.

INTERESTS OUTSIDE THE OFFICE: Kayaking, cross-country skiing, quilting, gardening, participating in my book-reading group.

MANAGER'S PROFILE: "Leslie possesses that rare ability to work extremely well with a wide group of individuals, under tight deadlines and ever-changing situations, while still managing to produce a high-quality product. She has the respect and admiration of all those who have the pleasure of working with her."

—***Dennis McLeod****, design director, Macworld*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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MACWORLD EDITORS GATHER IN LISBON FOR THEIR SECOND ANNUAL FORUM
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PCW Danmark Honored for CD-ROM Efforts

EDITOR-IN-CHIEF MADS CHRISTENSEN *(right) accepts an award from Danish Prime Minister Poul Nyrup-Rasmussen honoring PC World Danmark's innovative work in merging CD-ROM and print media.*

PC World Danmark Editor-in-Chief **Mads A.W. Christensen** shared the dais with Danish Prime Minister Poul Nyrup-Rasmussen last month when his publication was singled out for special recognition by a leading Danish magazine association.

Dansk Fagpresse, the Danish association of special interest magazine publishers, bestowed the honor on *PC World Danmark* for its pioneering work in combining traditional print media with CD-ROM. The publication has produced three editorial CD-ROMs to date.

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Second EPI Exploits IDG's Internal Resources

EUROPEAN PUBLISHING INSTITUTE PARTICIPANTS GATHER AROUND MEETING *organizer* ***Tom Mathews*** *(front, center). This year's participants were (in no particular order):* ***Bahattin Apak****, Macworld Turkey;* ***Krassimir Bankov****, CW Bulgaria;* ***Trude Berg****, IDG Denmark;* ***Ian Bloomfield****, IDG U.K.;* ***Isabel Campo****, PCW Spain;* ***Dorthe Christensen****, IDG Denmark;* ***Agnieszka Cybulska****, IDG Poland;* ***Guy Eaton****, Macworld U.K.;* ***Marianne Khoubesserian****, IDG France;* ***Yucel Komcez****, CW Turkey;* ***Edmund Lindau****, PC Test/Austria;* ***Staffan Lonner****, PCW Sweden;* ***Maria Jose Marzal****, CW Spain;* ***Philippe Mingori****, Le Monde Informatique/France;* ***Kim Myhre****, IDG Marketing Services/Europe, Middle East and Africa;* ***Roar Nerdal****, CW Norway;* ***Hakan Ogelid****, CW Sweden;* ***Barbara Ringer****, Macwelt;* ***Paul Shalet****, IDG Marketing Services/EMEA;* ***Roza Todorova****, PC Software/Bulgaria;* ***Heinrich Vaske****, CW Germany;* ***Karen Williams****, IDG U.K.*

The second annual European Publishing Institute, held in Barcelona May 30-June 2, brought together 22 IDG employees from 11 European nations. Established to further one of IDG's 10 corporate values — investing in people — EPI emerged last year in response to feedback received from European business units asking for their own forum similar to the Publishing Institute and Management Publishing Institute held in the U.S.

Structured on a three-day time frame, both the MPI and the European Publishing Institute are closely modeled after the PI, which was initiated eight years ago. These publishing forums are based on what Director/Corporate Human Resources, International Programs **Tom Mathews** describes as "the need to develop broader publishing knowledge, not

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IN BRIEF

IDG Books Signs Agreements with IFTW, Novell

IDG Books and Infotainment World have entered into a partnership to jointly market a new line of strategy guides for a wide range of video game and personal computer entertainment titles. The agreement leverages Infotainment World's knowledge of the electronic entertainment market and IDG Books' access to U.S. and international sales channels.

"Before this announcement, Infotainment World Books was an affiliated line for IDG Books Worldwide," said **Ron Resnick**, publisher of IFTW Books. "This expanded collaboration will have a major impact on our game book line by taking advantage of IDG Books' outstanding sales and marketing expertise."

Also in June, IDG Books and Novell formed an exclusive alliance to publish a series of networking and application-based titles. The agreement blends IDG Books' marketing expertise and Novell Press' reputation for publishing technically accurate books.

"By publishing new Novell Press titles, we will provide Novell's customers with the best source of precise, in-depth information available," said IDG Books President/CEO **John Kilcullen**.

FCW Race Car Burns Rubber

The *Federal Computer Week* Formula Continental made its season debut June 4 at Summit Point Raceway near Washington D.C. With a new engine, radiators, exhaust and custom-built adjustable shock absorbers, the car was more a rolling experiment than a race-ready competitor but still claimed a sixth place in a field of a dozen cars in its class.

"We were just hoping to finish the weekend with the car in one piece,’’ said driver and *FCW* Reporter **Dan Carney**. "With so many changes, the potential for a problem was huge, but the car ran for the entire weekend and managed to beat half the field."

A few teething problems did crop up, but the team hopes to have them fixed for the Sports Car Club of America National race at Summit Point later this month. The engine did not make sufficient power and the new shock absorbers were set too stiffly, so the suspension worked poorly in the corners. Each of these details is a matter of finding the precise settings needed for maximum performance. "We are very close to having the right combination,’’ said Carney. "When we hit it, we will start winning races."

This is the second year *FCW* has sponsored the car, painted in the newspaper's trademark blue and sporting its logo on the roof. "It's an excellent promotional tool that's had a great impact on our target audience," noted Carney.

Thanks to Dan Carney for contributing this story.

CIO Dealt an Ace for Its Executive Programs Kit

CIO Communications' Executive Programs Kit won an Ace Award in the sales promotion category of the competition sponsored by the New York chapter of the Business Marketing Association. It was *CIO*'s first entry in the national Ace Awards, which recognizes creative marketing communications work in the business-to-business arena.

This year's competition registered 425 entries in 30 different categories. *CIO*'s piece was judged on overall creative direction, copywriting and design/artwork. Senior Promotions Specialist **Marcy Dill** and freelance designer Linda Blier worked on the kit, which was chosen over an elaborate promotional piece by co-finalist Home Box Office.

SHORT TAKES

IDG Italy has started a four-page quarterly newsletter to inform 50,000 readers, agencies and customers about the company's activities. Mailed along with *CW Italia*, the editorial describes upcoming plans for the magazines, expositions, special projects and services.

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A new media analysis study has shown that *PC Welt* has the largest coverage, or pass-along readership — 1.15 million readers per issue — of any computer publication in Germany. The study also showed that *PC Welt* is the market leader among readers in high-income brackets. *PC Welt* bested rival *Chip* in both categories.

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A new show daily produced by *Macworld Italia* was a big hit at MACWORLD Expo/Milan in May. Staff writers covered product releases, information for and about the seminars and tutorials, and other show news, while a partner company printed the six- to eight-page issue at the expo and distributed it to all attendees. Given the reception *Macworld Today* garnered from attendees and the interest it sparked among vendors, IDG Italy plans to produce dailies at the other expos it organizes and solicit paid advertising for additional revenue.

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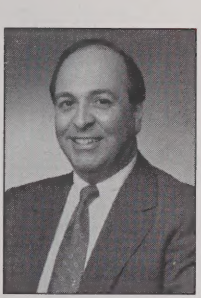
A record-high 88% of U.S. chief executive officers use personal computers daily, up from 81% two years ago and double the usage in 1989, according to *Computerworld*. *CW*'s fourth biannual survey of CEOs also found dramatically lower expectations of information technology. Only 28% of CEOs "strongly agree" IT is a key to competitive advantage, compared with 58% in 1993.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q How is IDG performing compared to FY94's unprecedented growth? Are there any operational issues that business units are facing this year that are different from last year?

A We ended the first half of FY95 significantly ahead of our operating plan and well in front of our performance in FY94. Unfortunately, our operating profit growth will slow in the second half because of the dramatic worldwide rise in paper prices. We will need to watch the expense side of the equation very carefully to ensure that we meet our plan for FY95. I have full confidence, though, that our superb business unit heads worldwide are up to the task and that we will meet our full year objective.

I understand that when some IDG companies have been in dire financial straits, they have laid off employees with very little severance pay. While this decision may be up to each company, why doesn't IDG step in to ensure that laid-off employees are provided with sufficient severance pay?

There are standard severance pay guidelines, but our independent business units can vary from them, when they deem appropriate. Fortunately, IDG has experienced very dynamic growth over the past several years, and this growth has created many more jobs than have been eliminated. Many employees end up moving within IDG to one of the faster growing business units. *IDG World Update* keeps them well informed about job openings.

On a global basis we are one of the fastest growing media companies. I am certain that this growth will continue to create tremendous career opportunities for all of our employees. For example, we just celebrated our fifth anniversary for IDG Books. Today we employ over 175 individuals at IDG Books and continue to expand at a rapid pace. These jobs were created by the vision and the execution of a strategic plan by **John Kilcullen** and his senior management team.

Now that IDG business units are getting involved in online activities, what are your expectations for the level of involvement and your projections for revenue over the next few years?

I believe that the online area will be a very exciting part of our activities as we move forward into the latter part of the '90's and beyond. I also believe that our greatest success will come about from integrated strategies that enhance the value of our core brands for both our readers and our advertisers. I have been very encouraged by many of the initiatives that I have seen around the globe at IDG business units.

Our most recent online meeting in San Francisco was our largest, with more than 100 IDG employees attending. Many of the attendees are involved in developing new products that will be valued companions to their major publications.

What is the best career advice you've ever received?

I learned early on from several of my mentors at Harcourt to focus on the job at hand and that eventually your contribution would be recognized and rewarded. Therefore, I have never focused on the next opportunity, but on how I can do the best job possible in my current assignment.

If you were to leap into another profession tomorrow, fully skilled, what would you do?

I cannot even imagine not being in the communications/media business! I have no plans to enter another profession or to be anywhere else other than IDG for the rest of my career.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

HR Directors Keep IDG on the Cutting Edge

Discussion includes online resources and competency models among progressive HR programs at IDG

The human resources programs being implemented throughout IDG's U.S. operations represent some of the most progressive efforts in the field. That was the conclusion drawn from the presentations and informal networking at the most recent HR Directors Meeting.

The event was chaired by VP/Corporate HR **Martha Stephens**. Director/Corporate International HR **Tom Mathews** presented the findings of the 1995 U.S. Employee Survey and Director of Compensation and Benefits **Susan Rogers** reviewed benefits plans.

Involvement in cutting-edge endeavors span IDG's different components. IDC HR Director **Debbie Bernardi** outlined IDC's recently established Mentoring Program and InfoWorld VP/Human Resources **Donna Vieraitis** demonstrated INFOComm, InfoWorld's online resources database. Employees can access the IDG Employee Handbook, the HR training schedule and IW Illustrated, a staff directory featuring photos and phone numbers for each employee.

Computerworld VP/Human Resources **Susan Perry** discussed the Lotus Notes Candidate Database and the company's work with an outside consultant to develop "competency models." This entails identifying the specific behaviors that make individuals successful in a specific job, thereby producing a satisfied, productive workforce with less turnover.

Rapid Learning Project

Infotainment World HR Director **Chris Yam** and IDG Books VP/HR **Ginny Tolan** discussed the Rapid Learning Project conducted by WICK & Co. and funded by IDG Books, IFTW and Corporate HR. The study, based on phone interviews with a cross-section of employees and managers from 48 companies determined the seven factors that contribute to rapid learning in organizations. These include customer-focused experts, future focus and communication. IDG Books and IFTW finished second and third respectively.

HUMAN RESOURCES DIRECTORS RESPONSIBLE FOR THE HR NEEDS OF ALL OF IDG'S *U.S. business units gathered this spring in Carmel, Calif. (Front row, l-r):* ***Debbie Bernardi****, IDC;* ***Faith Lee****, IMI;* ***Elaine Ouellette****, HRSD; (2nd row):* ***Tom Mathews****, IDG;* ***Donna Vieraitis****, InfoWorld;* ***Martha Stephens****, IDG;* ***Susan Perry****, Computerworld; (3rd row):* ***Liz Caruso****, IDG;* ***Shelly Ginenthal****, Macworld;* ***Christine Yam****, Infotainment World. (4th row):* ***Michael Neece****, IDG;* ***Ginny Tolan****, IDG Books;* ***Sue Rogers****, IDG. Not pictured:* ***Thalia O'Hara****, PC World;* ***Richard Willoughby****, PC World;* ***Jayne Engel****, Connell Communications.*

IDC IMPLEMENTS FORMAL MENTORING PROGRAM

Last January, the culmination of months of coordination on the part of the IDC Mentoring Task Force came to fruition when the first formal mentoring relationships were established.

What is mentoring?

Mentoring is the counseling and coaching of junior employees by more senior colleagues. This relationship contributes to the professional development of both participants.

Objectives:

- **To provide employees new to IDC with an opportunity to develop their careers at IDC through guidance on organizational dynamics and professional achievement.**
- **To provide an environment in which IDC employees feel successful and happy about their work and confident about advancement opportunities.**
- **To encourage intergroup communications and work activities, thereby increasing IDC's value to its clients.**
- **To enable more experienced staff to pass on the philosophy and culture of IDC to junior staff.**

Guidelines:

- **The Mentoring Task Force, composed of eight IDC mentors, will select and match partners for the one-year pilot.**
- **Employees to be mentored must have at least one year of IDC experience. Mentors must have two-plus years of IDC experience and usually are management level or above.**
- **People who would like to be mentored will be asked to list three mentors with whom they would like to be matched.**

For more information contact Debbie Bernardi at tel: 508-935-4361.

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INTERNATIONAL MARKETING MANAGER (IDG/IMS)
The individual in this position will develop and implement a variety of marketing campaigns including direct mail, sales collateral, seminars, advertising, internet and public relations programs to promote a wide variety of international trade shows and advertising opportunities. A minimum of 5 years IT marketing experience with a strong knowledge of all aspects of production as well as strategy development necessary.

SALES & MARKETING COORDINATOR (IDG/IMS)
The successful candidate will support the international sales and marketing staff. Responsibilities will include: administrative support, coordinating marketing programs, providing sales assistance, interfacing with key customers and outside vendors, maintaining the sales contact database and handling internal requests. PC skills including Word, Powerpoint, Excel and e-mail essential. Some business experience necessary. Business degree preferred.

COPY EDITOR (NW)
The individual in this position will be responsible for editing news and features on-line, composing pages on a PC-based page makeup system, proofreading pages, writing headlines and aiding in chart production. English or Journalism degree preferred. Experience working with Atex and the Atex PC Page Makeup system necessary. Familiarity with computer networking concepts a plus.

SALES ASSISTANT (NW)
Selected candidate will provide secretarial support to two advertising sales representatives in the Sunnyvale, CA. office. Responsibilities will include generating letters, reports and presentations. Excellent Mac skills (MS Word) required. Familiarity with Persuasion and database management a plus. Excellent communication skills necessary.

TELEMARKETING SUPERVISOR (CW/RT)
Response Technologies is looking for a telemarketing supervisor to oversee daily operations in the telemarketing department. Responsibilities include fielding questions, coordinating work assignments, administering call statistics and scripting. Strong background in telemarketing training and quality assurance a must. A minimum of 2 years supervisory experience required. PC, windows and database literacy required.

EXECUTIVE ASSISTANT (IWORLD)
Ideal candidate will be responsible for providing support to the President of Iworld Services Group. Duties will include: scheduling all meetings and appointments, coordinating travel arrangements, composing, faxing and filing correspondence and performing all board meeting functions from start to finish. A minimum of 7-8 years administrative experience required. Individual must be proficient on the PC and Mac.

INFORMATION SYSTEMS DIRECTOR (IW)
Ideal candidate will manage the Information systems for all hardware systems and software applications. Individual will direct the overall IS strategy for the company including electronic publishing system, electronic page imposition, employee and client information databases on Lotus Notes, LAN/WAN maintenance and enhancements and the general day to day running of the department. This position requires 7-10 years IS experience. Publishing industry experience essential. Strong knowledge of Lotus Notes necessary. Management expertise a plus.

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TEST DEVELOPER, DESKTOP SYSTEMS (IW)
This position diagnoses and troubleshoots complex technical issues and works with programming/scripting of automated benchmark suits using MS Tests. Individual must know PC/Mac hardware, utilities storage, operating systems, Windows OS and applications. Additional skills include writing and producing copy on deadline.

TECHNICAL ANALYST, DESKTOP SYSTEMS (IW)
Successful candidate must have a minimum of 2 years experience testing and evaluating PC/Mac hardware, utilities, storage and operating systems. Windows OS and applications experience essential. Familiarity with Mac OS, OS/2 and Win95 a plus. Duties will include writing and troubleshooting. Must be a team player.

REPORTER - 2 POSITIONS (IW)
InfoWorld is seeking two energetic, aggressive reporters to cover networking technology. Must have a proven ability to break news and be interested in the technology they cover. A minimum of 2 years reporting experience covering the PC industry required.

ACCOUNT MANAGER / MULTIMEDIA (PCW)
The ideal candidate will pursue all advertising opportunities through creative and imaginative sales techniques, while maintaining a professional and consistent performance in fulfilling all sales goals. Individual will service and maintain all advertising after the sale has been made. Previous experience in selling ad space for a computer publication required. Contacts in the PC and/or Multimedia computer industry preferred.. A proven track record a plus.

PUBLISHER NEW MEDIA GROUP (IFTW)
Successful candidate will provide the strategic leadership and management direction to develop a new line of businesses. Responsibilities will include negotiating and managing content licensing agreements for miscellaneous electronic interactive businesses including on-line publishing and other new media projects. The group will work closely with sales, marketing, editorial and creative service groups to ensure that the finished product meets customer needs. Prior product/project management experience with on-line services and various operating platforms in a publishing, software or on-line systems environment a plus. Publishing management experience in the electronic entertainment consumer market preferred.

CONFERENCE MANAGER (IFTW)
The individual in this position will be responsible for managing projects that relate to trade shows, internal events and other projects. Candidate will implement and develop the conference program for industry-wide trade show. Duties will include managing and coordinating all aspects of the conference program including recruitment and day-to-day contact with speakers, on-site logistics, conference proceedings, various marketing brochures and collateral. He/she will be the primary liaison for the management and administration of assigned conferences. Three years related experience, college degree and knowledge of the industry required.

NEWSSTAND SALES MANAGER (IFTW)
The individual in this position will develop and execute newsstand marketing strategy including sales presentations and special promotions developed to increase sales and store traffic. Superior analytical, organizational and communication skills are necessary. Macintosh proficiency with excellent MS word and Excel skills required. A minimum of 6 years experience with magazine newsstand sales, distribution and promotion necessary.

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Division	Title	Location	Contact Mgr.	Phone
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IMS	Sales & Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/CSC	Director of Financial Planning & Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Senior Manager, Applications Dev.	Boston, MA	S. Brown	(508)935-4099
IDG/Latin Am	Business Manager	Miami, FL	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Rsch	P/T Marketing Research Intern	San Francisco, CA	D. Volpe	(508)935-4192
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	Global Notes Development Mgr.	Boston, MA	S. Brown	(508)935-4099
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Feature Writer	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	WEB Master	Framingham, MA	S. Brown	(508)935-4099
CIO	Editorial Assistant	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	IS Specialist	Framingham, MA	S. Brown	(508)935-4099
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Copy Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Advertising Coordinator	Framingham, MA	D. Volpe	(508)935-4192
IDC	Associate Analyst, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Human Resource Assistant	Framfingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Operations Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, E-Messaging & Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
CWI	Senior Editor, PC Software	Framingham, MA	S. Perry	(508)820-8160
CWI	Advertising Sales Assistant	Waltham, MA	C. Chupka	(508)820-8162
CWI	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr. / Electronic Media Div.	Framingham, MA	S. Perry	(508)820-8160
CWI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	P/T Telemarketing Representative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Respresentative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	District Sales Manager	New England	M. Koethe	(508)935-4531
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IMI	Web Production Artist	San Francisco, CA	F. Lee	(415)267-1722
IVI	Network Admin./ MIS Support	Falls Church, VA	M. Koethe	(508)935-4531
IVI	Account Director (2)	MA/NY	M. Koethe	(508)935-4531
IWORLD	Executive Assistant	San Mateo, CA	E. Dorsey	(415)286-6733
IWORLD	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
AMI	Features Editor, Digital Video Magazine	San Francisco, CA	K. Miller	(603)924-9470
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
IW	VP Information Systems	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporter (2)	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669

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Division	Title	Location	Contact Mgr.	Phone
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)312-3464
IW	Executive Assistant to Editor in Chief	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schnid	(415)312-0669
IW	Sales Assistant	San Mateo, CA	L. Schnid	(415)312-0669
IW	Account Exec / Inside Partner (5)	IL/CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	Seattle, WA	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
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IMI	Sales Assistant	San Francisco, CA	F. Lee	(415)267-1722
PCW	Account Manager	San Francisco, CA	C. Jarmul	(415)250-8014
PCW	Marketplace Account Representative	San Francisco, CA	C. Jarmul	(714)250-8014
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PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
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MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Publisher New Media Group	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512

IDG HR UPDATE

May/June 1995

YOUR HUMAN RESOURCES NEWS SOURCE

Add Books on Leadership Skills to Your Summer Reading List

By Martha L. Stephens, Vice-President, IDG Human Resources

In response to requests for a selective list of books to help develop and inspire leadership skills and attributes, here's a short list of recommendations to provide "just in time" training for the person on the go.

Leadership is an Art
by Max DePree

Max DePree has written a concise book in clear language about leadership based upon human values and principles. It is powerful in its simplicity. Rather than offering a list of qualities, or techniques for leadership, DePree reflects upon his personal experience to convey work life stories that depict the beliefs and values evidenced in true leadership. After reading this book, you won't have a set of tasks to do to become a leader, but your head will be clearer and your heart will be touched.

Excerpt from *Leadership is an Art*: "The corporation can never be something we are not."

On Becoming a Leader
by Warren Bennis

Described by Tom Peters as a "practical primer for leaders," *On Becoming a Leader* identifies the basic ingredients of leadership, analyzes the differences between managers and leaders, and discusses the ways that adults can learn more about themselves and others. This is an inspiring and thoughtful book for people who really want to learn more.

Excerpt from *On Becoming a Leader:* "Leadership courses can only teach skills. They can't teach character or vision."

The Empowered Manager
by Peter Block

Peter Block shows managers how to beat inherent pressures that erode initiative, dull creativity and dissuade healthy risk-taking. Readers learn how to create a strong vision of the future, one that encourages the best in themselves and in the people around them. Block encourages genuine and authentic behavior in the workplace, and calls upon us to act with courage. His common sense, practical advice is for the real world of work: one filled with complexity, ambiguity and, sometimes, harsh realities.

Some excerpts from *The Empowered Manager*:

"How do we empower others? How do we get other people to take responsibility for their actions and our business? The answer is, you don't empower other people. You don't give other people their freedom. You don't legislate self-esteem. You begin with yourself. You cannot give to others what you have not claimed for yourself. Claim your autonomy, your vision; declare the organization you wish to create. Live that out every moment. Then, and only then, make it easy for others to do the same.

Each of us has to decide: whose organization is this? If I want to feel a sense of ownership in this organization where I spend the best days of my life, I must confront my own wish for dependency and move in the direction of autonomy....When we choose autonomy we realize there is nothing to wait for. We do not require anything

• CONTINUED ON BACK •

EMPLOYEE SURVEY RAISES 401(K) QUESTIONS

The Employee Survey is a key source in driving change for our benefit programs. Each year, Human Resources reviews the comments section of the survey looking for common trends across business units or employee groups. Once we have identified the most commonly suggested changes, IDG HR makes recommendations to the IDG Executive Committee. Some of the more noted changes to the benefits program over the last several years have included: the Medical Flexible Spending Account, increased fund choices in the 401(k), improved short-term disability benefits, spousal equivalent benefits, the Hancock Preferred Network and the PCS prescription drug card.

This year's survey showed IDG employees have a 90% positive response to the overall benefits package. In addition, there were many very positive comments throughout all the business units regarding the total benefits package. There were also many positive comments related to specific components of the benefits package (i.e., ESOP).

The 1995 Employee Survey revealed a significant number of questions around the 401(k) plan. Several are answered below.

Q Why doesn't IDG match employee contributions to the 401(k) plan?

A The IDG Benefits program has a budget similar to the budget that exists at each business unit.

• CONTINUED ON BACK •

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

LEADERSHIP

continued from front

from those above us to create a unit or department of our own choosing. An autonomous or entrepreneurial mind-set means that I must commit myself to managing my unit in a way that makes sense to me and that the weight of the organization is on my shoulders. It is heavy but liberating. I can now get on with the business of serving my users and customers and managing my unit in a way that expresses my own personal values about how organizations should work."

……

Those of you with little time and/or little children might choose to read these books instead:

The Little Red Hen (If you want to taste the bread, you must help make the bread.)

The Three Little Pigs (Things of quality require careful attention and hard work...a solid structure can weather even the big bad wolf, whomever that might be!)

The Little Engine That Could (I think I can! I think I can! I think I can!)

The Wizard of Oz (All it takes are brains, a heart, and courage. Oh yes, and for you, Dorothy, you have always had the power within you to get back home, but I couldn't have told you that. You had to learn it for yourself.)

And, finally, remember Mark Twain's words: *"Read the good books first. You may not get the chance to read them all."*

……

QUESTIONS

continued from front

Each year we must decide how to allocate the funds available across all of the various benefits offered. We make trade-offs to try to provide the most value to the greatest number of employees.

The majority of funds allocated to retirement plans have traditionally been contributed to the ESOP. If employee contributions to the 401(k) plan were matched, there would be less money available for ESOP. Given the historical performance of the ESOP — an average stock appreciation of nearly 29% over the last 10 years — it would be difficult to imagine a better performing investment vehicle. IDG employees receive the biggest bang for the buck by having IDG invest allocated retirement dollars into the ESOP.

Q Why are employee contributions limited to an 8% pre-tax contribution to the IDG 401(k) plan?

A There are two main reasons why the 401(k) plan contribution limit remains at 8%. First, the IRS requires us to test our 401(k) plan to ensure that higher paid employees are not receiving a "greater benefit" than other employees. This is measured by comparing the percentage contribution to the 401(k) by "highly compensated" employees vs. the percentage contribution to the 401(k) by "non-highly compensated employees."

From reviewing the demographics of the IDG 401(k) plan, we found the employees who tend to choose an 8% contribution level are the same employees the IRS classifies as "highly compensated." If we were to increase the percentage of contribution allowed, the employees most likely to increase their contribution would be the ones that are already considered "highly compensated." This could cause our 401(k) plan to be out of compliance. As a result, the plan would have to refund contributions to certain employees or the pre-tax advantage for all participants of the plan would be taken away.

Second, the IRS allows employers a maximum of 15% of payroll allocated to qualified retirement plans. This means that the combination of dollars put into ESOP *and* 401(k) cannot exceed 15% of our payroll. Given the historical performance of ESOP, we hover very close to this line. The combination of raising the 401(k) maximum and a great ESOP year could easily put IDG over the 15% limit creating plan disqualification and/or penalties to IDG.

IDG HR UPDATE

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HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Tel: 508-875-5000, Fax: 508-935-4600.

IDG WORLD UPDATE's LocalLoop

FOR SALE

- **1992 Geo Tracker**. Convertible, yellow with black roof; 5-speed, 4-wheel drive, power steering, power brakes, AM/FM radio. One owner, 55,000 miles, excellent condition. $8,400. Call 603-899-6935 (until 8 p.m.) or 508-632-6600, ext. 153 (Mon.-Fri. until 4:30 p.m.).

  - Carolyn Novak, Computerworld, 508-620-7733

- **1987 Mazda RX-7**. Grey, good condition, $5,000.

  - Sandra Harrington, IDC, 415-341-8085

- **1991 Mazda Miata.** Fun summer car! Red, 5-speed, a/c, CD/cassette deck, custom rims, low miles. New top, tires and brakes. $12,500. Runs and looks great!

  - Tracy Pennell, Network World, 714-442-4036

- **Living room couch, coffee table, two living room chairs, 19-in. color television** and other household items, all in good condition. Also, less than year old **Whirlpool washer** in excellent condition. Washer $350; will negotiate prices on furniture.

  - Aimee Guillette, IDG IS, 508-935-4048

- **Condo**. Large, sunny, top-floor two- to three-bedroom in three-family Victorian in safe, accessible Oak Square, Brighton, Mass. Off-street parking, eat-in-kitchen, high ceilings, appliances, hardwood floors, storage, modern bathroom and front and rear porches. Twelve minutes to Framingham, 20 minutes to Logan Airport. $134,900.

  - Ken Vitagliano, IDG World Expo,
  508-820-8922 or 617-254-2557

- **Living room set.** Pine armoire with two coordinating bookshelves, sofa with queen-size sleeper, oversized chair and ottoman. All brand new and still in manufacturer's plastic. Must see! $4,500 or best offer.

  – Shannan Gehring, Infotainment World, 415-286-2552

- **Mac IIsi.** Original owner. 9 MB RAM, 250 MB hard drive. Needs repairs. Software included. $325. Also: **Emerson VCR.** Four-head, remote, like new. $85. Two years old. Great for bedroom or kids.

  - Vanessa Silva-D'Amelio, Marketing Services, 415-676-3002

- **Bally Lifecycle exercise bike.** Excellent condition. $600 or best offer. Will deliver within the San Francisco Bay Area. Also: **Macintosh SE 1/20 with HP Deskwriter printer**. Includes word processing, Excel and other software. $500 or best offer.

  - Paula Zahakos, Computerworld, 415-548-5542

- **House**. Medway, Mass. Absolutely adorable multi-level home with open floor plan. Six rooms, three bedrooms. Newly renovated kitchen and family room. Living room with fireplace and vaulted ceiling. Lots of closets, pantry and storage space. Attic fan and pull down stairs. All appliances included. Motivated seller! $141,900.

  - Toni O'Connor, Computerworld, 508-820-8566

- **House**. Santa Clara, Calif. Beautifully renovated home in heart of Silicon Valley. Three bedrooms, two baths, approximately 1,800 sq. ft. Remodelled custom eat-in kitchen and bathrooms. Huge family room wtih cathedral ceiling and fireplace. Living room with fireplace and attached dining room. New concrete driveway and walkway. Freshly painted, inside and out. Walking distance to park, school, library, and International Swim Center. $299,950.

  - Eric Lewis, IDC, 415-962-6467

FOR RENT

- Apartment in Newton, Mass. Large two+ bedroom for rent in two-family house in one of the best neighborhoods in Newton. Located on the carriage lane on Commonwealth Ave. (a.k.a. Heartbreak Hill). Six+ rooms (1,500 square feet of living space), modern eat-in kitchen with refrigerator, garbage disposal, dishwasher, formal dining room, fireplace, tiled bathroom, parking, washer/dryer hookup, high ceilings and wainscotting, large storage area. Less than a mile to Mass Pike, Rte. 128, Boston College and short walk to public transportation.

  - Ken Vitagliano, IDG World Expo,
  508-820-8922 or 617-254-2557

VACATION RENTALS

- **Squaw Mountain Village condo on Moosehead Lake, Maine.** Two bedrooms, two baths, deck, fireplace, golf, tennis, beach, pool and marina. Available for weekly/monthly rental.

  - Alexandra DiIeso, Macworld,
  508-370-0831 or 617-923-1788

- **Cape Cod cottage.** Dennisport, Mass. Off Lower County Road near Sundae School Ice Cream Parlor. Two bedrooms with loft; sleeps four. TV with cable. 3/10 mile to public beaches. Eat-in kitchen, living room with fireplace. Screened porch, outside shower. On private cul-de-sac. $525/week.

  - Val Sanclemente, IDG Paper Services, 508-877-4313

- **Vacation rental in N.H.'s White Mountains**. Three-bedroom house near Waterville Valley and Loon Mountain ski resorts. Two indoor pools and jacuzzi. Available weekends or weeks throughout the year.

  - Madeleine Spencer, IDC, 508-935-4390

• CONTINUED ON BACK •

Send your ads in by July 26 in order for them to appear in the July 31 issue! (Coupon on back page.)

IDG WORLD UPDATE's Local Loop

SERVICES

- **Driveway sealcoating.** Protect your driveway from nature's harsh elements. Snow, rain, sun, oil and changing temperatures can damage your driveway. Satisfaction guaranteed. IDG employees receive a 15% discount. For free estimates please call Rick Eiland at 508-485-7134. Questions? Call Dana Miller at 508-935-4133.

WEDDINGS

Nicole A. Kassel (IDG Corporate Support Center) married **Patrick L. Gorman** (IDC) on May 20.

BIRTHS

Carla Neumann (InfoWorld) and her husband Dean welcomed a daughter, Olivia Anne, on April 8. Olivia was 7 lbs., 10 oz. and 20 inches long. She joins her brother Jake, who is two years old.

PLEDGES WANTED!!

Mary Beth Welch of *Computerworld* will be biking in the 250 mile Boston-to-New York AIDS Ride Sept. 15-17 to raise money for AIDS-related services at the Fenway Community Health Center in Boston. Anyone interested in making a pledge to support the ride should fill out and mail the coupon below. Mary Beth must submit the money she's raised by Sept. 1, so please include your donation with the pledge sheet or mail it in as soon as possible to her at Computerworld, 375 Cochituate Road, Framingham, MA 01701. If you have questions, call Mary Beth at 508-820-8157.

Name ______________________________

Business unit ______________________________

Pledge amount ______________________________

Telephone number ______________________________

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

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____

Your name: Business unit: Tel:

Mail or fax to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111 fax: 617-423-0712

Macworld Editors Convene in Lisbon

Editorial representatives of 13 *Macworld* publications gathered in Lisbon recently for the second international *Macworld* Editorial Meeting. Organized by the Macworld Global Product Support Center in San Francisco, the sessions focused on publishing-specific topics rather than technology, as in 1994.

More time was built into this year's agenda so participants could share information on magazine design, online activities, producing CD-ROMs, conference management and other issues.

Nicklas Mattson (*MW Sweden*) and **Stephan Scherzer** (*Macwelt*) updated the group on plans for the first Macworld European Technology Awards. Editors from all the *Macworld*s in Europe will vote for the best hardware, software and systems products, and the results will be announced at CeBIT '96.

MACWORLD EDITORIAL MEETING PARTICIPANTS *included, in no particular order:* ***Jaroslav Vydra*** *(Czech Republic);* ***Marianne Fajstrup*** *(Denmark);* ***Claude Pirvian*** *(France);* ***Stephan Scherzer, Sebastian Hirsch, Andreas Borchert, Marlene Buschbeck-Idlachemi*** *(Germany);* ***Enrico Lotti*** *(Italy);* ***Oscar Kneppers*** *(Netherlands);* ***Toralv Ostvang*** *(Norway);* ***Alvaro Ibañez*** *and* ***Carlos Perez*** *(Spain);* ***Nicklas Mattson*** *(Sweden);* ***Cuno Schneeberger, Andreas Heer*** *(Switzerland);* ***Bahattin Apak*** *(Turkey);* ***Peter Worlock*** *(U.K.);* ***Carol Person, Suzanne Stefanac, Chip Carman, Kimberlee Luedee*** *(U.S.).*

PCW DANMARK

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Christensen accepted the award on behalf of his publication from Prime Minister Nyrup-Rasmussen at the Copenhagen Town Hall during the annual presentation of Dansk Fagpresse's Anders Bording Prize, which recognizes publications for outstanding contributions to the field of special interest magazines.

"We have had great success and very positive reader and user feedback to our editorial CD-ROMs," noted Christensen. "I think that it is important that we as an IT publication work with the types of technologies that our readers work with every day. However, there is a lot of planning and dealing with unknown issues involved in combined paper and CD-ROM publishing. All honor and thanks for this project goes to our Special Projects Editor **Peter Graebe**, who has been doing an excellent job in managing the design and production of the *PC World* CDs," Christensen noted.

Internet
PC WORLD DANMARK
-tips, ideer & programmer..
Multimedia
Spillegalleri
Kommunikation
Kæmpe konkurrence
IDG

The first CD-ROM appeared in January to coincide with the publication's 10th anniversary. In April, the company released a disc focusing on the Internet and data communications (with the complete works of William Shakespeare thrown in as a bonus). The most recent CD contains multimedia tools and a multimedia gallery as well as an abridged version of *The Holy Bible*.

PC World Danmark currently has more than 3,000 subscribers to its PC World Online service and plans to launch a home page on the World Wide Web in August. The bi-weekly magazine currently has a paid circulation of some 19,000 copies.

INTERNATIONAL PHOTO CALENDAR CONTEST

For the 12th year in a row, IDG is sponsoring its International Photo Contest. Submit your photos and take a chance at having your masterpiece appear on calendars displayed in IDG offices all over the world! A panel of IDG representatives will choose the 12 outstanding photos for the 1996 calendar.

HOW TO ENTER

1. **Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:**
   - **Your name**
   - **Business address**
   - **Telephone and fax numbers**
   - **Photo title**
2. **Submit photos as developed, without retouching.**
3. **Entries must be received by Sept. 15, 1995.**

Please send your entries to:
Nicole Kassel/IDG Corporate Communications
One Exeter Plaza, 15th floor
Boston, MA 02116 U.S.A.

ANNIVERSARY

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

EIGHTEEN YEARS
Christine Hiehler - IDG Germany

ELEVEN YEARS
Henry Morales - IDG Mexico
Ole Bolvig Hansen - IDG Denmark

TEN YEARS
Egon Margraf - IDG Germany

NINE YEARS
Jim Falanga - IDG
Helmut Sedlmeier - IDG Germany
Kenneth Hoyt - IDC

SEVEN YEARS
Michelle Wong - IDG Hong Kong
Norma Rivera - IDG Mexico
Laura Guerin - PC World
Lawrence Manuel - Integrated Media
Harald Brechtl - IDG Germany

SIX YEARS
Susan Simmons - PC World
Jan-Bernd Meyer - IDG Germany
Hans-Albrecht Simon - IDG Germany
Jennyfer Banach - IDG France
Fabienne Guebin - IDG France

FIVE YEARS
Julio Vial - IDC U.K.
Torben Bjørn Sørensen - IDG Denmark
Milissa Koloski - IDG Books
Àgnes Csekk - IDG Hungary
Daniel Maier - IDG Germany
Petra Hermann - IDG Germany

FOUR YEARS
Roger Villegas - IDG Mexico
Carel Schrama - IDG Netherlands
Mª Dolores Rubio - IDG Spain
Claudia Jachtmann - IDC U.K.
Enrico Lotti - IDG Italy
Ornella Fusina - IDG Italy
Angelique Förster - IDG Germany
Sabine Hauptmann - IDG Germany
Isabelle Waiblinger - IDG Germany
Regina Andrea Wolff - IDG Germany

THREE YEARS
Justin Then - IDG Hong Kong
Kozo Hiramatsu - IDG Japan
Alejandro Iglesias - IDG Spain
Scott Laughlin - PC World
Anne Merkelson - PC World
Andreas Borchert - IDG Germany
Philip Reischl - IDG Germany

TWO YEARS
Yoshiko Kamei - IDG Japan
Yasmin Nurmohamed - IDG Netherlands
Darrell Crowley - IDG U.K.
Carlos Henrique Silva - IDG Brazil
Selma Ducceschi - IDG Brazil
Sonia Silva - IDG Brazil
Maud Sårde - IDG Denmark
Peter Oxner - InfoWorld
Richard Froton - IDG World Expo
Silvia Friedel -IDG Germany
Claude Piriou - IDG France
Nancy Viens- IDC

ONE YEAR
Ramon Buis - IDG Netherlands
Sander Cerneüs - IDG Netherlands
Scott Dyer - IDG Books
Károly Pokuta - IDG Hungary
Jennifer Neale - IDG Marketing Services
Natalie Ling - IDG Hong Kong
Kelly Lucini - CIO
Anne Saunders - FCW Group
Mary Hargis - Infovision Int'l
Martina Abrell - IDG Germany
Marlene Silla - IDG Germany
Britta Tüttenberg - IDG Germany
Thomas Springer - IDG Germany
Sandrine Gaultier - IDG France
Anne-Christine Graille - IDG France

CHAIRMAN'S ACHIEVERS

The Chairman's Achiever Program was established in 1992 to recognize outstanding efforts of IDG employees around the world.

Although she had no experience in event planning prior to joining *Computerworld*'s West Coast office 17 months ago, Sales Associate **Andrea Zurek** has produced some of the company's most successful events. Most notable was Andrea's single-handed co-ordination of a *Computerworld* "Capabilities Day" at J. Walter Thompson, the advertising agency representing Sun Microsystems.

Pulling together this event involved producing overheads and binders for four speakers as well as arranging for audiovisual equipment, a catered lunch and gifts for 26 participants. *Computerworld* District Manager **Christine Curry** notes that this event followed on the heels of several other successful events that Andrea had planned in the preceding six months.

ZUREK

The agency's senior VP and director/client services told Curry that the event "stood head and shoulders" above the rest of the presentations made on behalf of Sun. "Ultimately, our relationship with this agency will produce more advertising for *CW*," Curry said.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

FY95 FIRST-QUARTER WINNERS NAMED

The Chairman's Achiever Award is given to one winner and two runners-up from among those nominated during the quarter. Winners are selected for outstanding creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners up receive a clock or plaque.

Winner
Joanne Davies
Australian Macworld

Runner-up
Angele Boyd
IDC

Runner-up
Anne McCrory
Computerworld

EPI

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just to produce the next generation of publishers, but to have more knowledgeable publishing professionals managing the direction of IDG."

While IDG also supports outside programs like the Stanford and Berkeley Publishing Institutes, Mathews stressed the importance of an internal forum like the EPI.

"We have a unique culture with very talented people," Mathews said. "To send people to outside seminars has value, but there's an incredible value in learning how different groups around the globe in the same organization approach their jobs. Sometimes the knowledge gained at external functions doesn't convert to the needs of our employees."

In-house expertise

Without the business unit heads from around IDG who promote the event and serve as faculty, the EPI would not be the resource it has grown to be, Mathews noted. Fourteen presenters representing various U.S. and European IDG organizations served as faculty in Barcelona, speaking on issues including alternative media, business management, IDG Global Product Support Centers and the "Opportunities and Pitfalls of Launching a Magazine."

One enhancement made to this year's agenda was the interactivity of the modules. Many of the sessions incorporated a case study that gave participants an opportunity to break into groups, solve problems together and compare their solutions to those of other groups.

"Putting the faces to the names will enable me to swap information and experiences," said **Paul Shalet**, director/international sales, IDG Marketing Services/Europe, Middle East and Africa. "Experiencing the true international flavor of IDG first hand will also assist me in selling my colleagues' expertise."

The first Latin American Publishing Institute will be held in September in Quito, Ecuador. Presentations will be made in Spanish and English.

For more information contact Tom Mathews at tel: 508-935-4710, fax 508-935-4600, or GE BusinessTalk T.Mathews.

NOTEWORTHY

NEW EMPLOYEES

Computerworld welcomes three new employees. Previously a reporter for *The Patriot Ledger,* **Michael Goldberg** has signed on as a senior writer covering computer manufacturers. Michael has a BA in English from Tufts University and a master's degree in public administration from Harvard University. Michael, who recently began rollerblading, also enjoys softball and movies.

As systems manager, **Dorothy Handy-Eovine** will manage IS needs for CW's Professional Development Division. Dorothy has an AS in computer programming and a BA in marketing from Northeastern University and most recently worked as database manager/field automation manager for Thomas Cook Travel. Her outside interests include walking, weight lifting and gardening.

Bob Winter has joined *CW* as vice president of marketing. Bob served as a consultant in Minneapolis/St. Paul assisting start-up companies trying to break into multimedia and Internet products. He also served as vice president of marketing for Emphasys Software.

MPI SCHOOL DAYS FOR IDG'S U.S. EMPLOYEES

Twenty employees were on hand for three days of intensive learning at the Management Publishing Institute, held in April in Half Moon Bay, Calif. Participants and IDG presenters included (back row, left): Ken Greenberg, director/business development, EMS; Jai Singh, executive editor, *InfoWorld*; Peter Gaylord, marketing director, EMS; Elaine Offenbach, western regional sales director, *Computerworld*; Jean Bozman, senior editor *Computerworld*; Jeanine Harvey, facilities and operations manager, Infotainment World; Don Tennant, editor, *CW Hong Kong*; Fred Paul, editor-in-chief, *Electronic Entertainment*; Pat Ferrell, president, Infotainment World; Bob Ainsworth, VP/Finance, *InfoWorld*; Phil Branon, northwest sales director, *InfoWorld*; Peter Holm, production director, *InfoWorld*; (middle row, left): Shawne Pecar, circulation director, *PC World*; Adrian Morgan, art director, *Multimedia World*; Sarah Frankel, production manager, *PC World*; Jennifer Bayon, licensing administrator, International Publishing Services; Claudia Smukler, director/maufacturing, *Multimedia World*; Lisa Buckingham, business manager, *Macworld*; (front row, left): Michelle Wong, general manager, IDG Singapore; Veronique Lamarque, advertising manager, IMS; Vera Chan, regional sales manager, IDG Hong Kong; Chris Jarmul, director/advertising, *Multimedia World* and Tom Mathews, director/corporate international HR programs, IDG. Not pictured, Linda Lawrence, *Macworld*.

CELEBRATING 20

Computerwoche Employees Celebrate With Asian Tour

Monika Tenbieg and **Nora Hörmann** can count themselves among a small — but growing — number of IDG employees who have enjoyed a benefit not listed in any business unit handbook. As employees who recently celebrated 20 years of service with IDG, the two *Computerwoche* staff members earned all-expenses-paid trips anywhere in the world. Their choice? Southeast Asia.

Monika and Nora became good friends during their early tenure at IDG Germany. They had traveled together before, including a six-week tour of California, and knew that they would be compatible during their anniversary sojourn. Since Asia was one of the few parts of the world neither one had visited, it was easy for them to settle on a basic itinerary.

Their four-week trip began the day after *Computerwoche*'s gala 20th anniversary party in November, which Monika managed. The event was held at Munich's new international airport and lasted until the wee hours of the morning. Monika and Nora grabbed a few hours of sleep at the airport hotel and then headed for the plane. "Even though we were so tired, we were so excited about the trip that we didn't have any trouble getting up on time," Monika recalled.

A ride on the Orient Express

The first stop was Bangkok, where they boarded the Orient Express for a three-day, two-night trip to Singapore. Afterward, they flew to Phuket, Thailand, for 12 days of swimming and relaxing at an oceanside resort.

Next, they were off for a 12-day excursion to Bali and finally on to Hong Kong to see the city aglow in holiday lights. The pair returned to Munich the day before Christmas.

Neither woman felt she could single out one part of the journey as her favorite. "The whole trip was so exciting," Nora said. "I enjoyed every hour and every place, especially because I hadn't been to Asia before."

ABOARD THE ORIENT EXPRESS BETWEEN BANGKOK AND *Singapore, **Monika Tenbieg** (left) and **Nora Hörmann** of IDG Germany enjoy elegant surroundings and the best of British hospitality, including afternoon tea.*

Nora was hired as an editor at *Computerwoche* and has been editor-in-chief of the magazine supplements *Computerwoche Extra* and *CW Focus* since 1987. She listed numerous reasons for staying with IDG so long: the company's solid reputation worldwide, the German division's market leadership, good working conditions "and, last but not least, the people." In addition to being attracted to the creative aspects, Nora said the best part of her job is "Covering all parts of the information industry and watching the big changes in this exciting market."

Up until the last year or so, Monika had served as the chief assistant to IDG Germany's managing director. She now uses her substantial organizational and interpersonal skills organizing events in the conferences and seminars department of Computerwoche Verlag. "I love having the chance to learn new things and work with different people — not just computer experts and editors, but also doctors and other professionals for events like our Virtual Reality conference," she said.

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 27 July 3, 1995

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FOUR IDG PUBLICATIONS RECOGNIZED FOR EXCELLENCE AT NATIONAL ASBPE AWARDS
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

CIO's *WebMaster* Targets Business Opportunities

On June 15, CIO Communications staff toasted the birth of the company's latest offering: *WebMaster*. A bimonthly supplement to *CIO* magazine, the publication provides IT executives and corporate "webmasters" with the solutions-oriented information needed to conduct business for profit on the World Wide Web. With *WebMaster*, readers can begin to make the dynamic leaps and bounds to the modern, digitized, workplace.

So You've Got
The World
At Your
Fingertips...
How Will
You Make The Web
Pay?

Corporate America is in the midst of a technological revolution — one even more fast-paced than the PC craze of the early '80s. More than 35 million users are currently signed onto the Internet. According to Forrester Research, the number of World Wide Web sites grew 12,943% in only one year, from 23 sites in 1993 to 3,000 sites in 1994. Fifty-thousand web sites are expected by the end of 1995. Despite this impressive growth and the communications power and commercial potential of the Web and Internet, there was no

•CONTINUED PAGE 5•

A License to Show

IDG's International Publishing Services brings its publication licensing expertise to the expo arena

With an eye toward leveraging its extensive experience in licensing IDG publications, International Publishing Services recently was given responsibility for expanding its licensing activity to include expositions. **Lisa Judd** has joined the Boston-based group as vice president of licensing/expos and will head up the effort to expand the presence of IDG-branded shows throughout Europe, Asia, Africa and Latin America.

IDG WORLD UPDATE

IPS'S LISA JUDD WILL *lead expo licensing effort.*

Judd, who joined IPS after a three-year stint as director of International Marketing and Sales at IDG World Expo, recently signed the group's first license with the trade show division of IDG's South African publishing partner for a Windows World show later this summer. "I'm very encouraged about the level of activity so quickly after joining IPS. There is great interest in our services from several international groups already, and we look forward to being of asssistance," Judd said.

Judd will be responsible for licensing IDG-owned shows including Macworld Expo, E3, ComNet and Object World to non-U.S. companies interested in becoming partners with IDG. She will also work with current publishing partners to develop shows that leverage off existing titles such as *PC World* and *Computerworld.*

According to Judd, she will observe the same protocol in licensing shows as is currently followed in licensing publications. First option will go to IDG-owned business units, usually the World Expo companies such as those operating in Hong Kong, Germany and Japan. If IDG units have other priorities, Judd will approach current IDG publication licensees with show divisions in place. If those companies are not interested, she will then launch a search for an appropriate partner.

With more than nine years of experience in the exposition business, Judd will develop the services licensees feel they need to support their show activities. These may include areas such as conference planning, logistical advice and help with speakers. In addition, IDG's International Marketing Services will handle booth sales for U.S. companies interested in exhibiting in licensees' shows.

"We're very excited about this expansion of our licensing activities," noted IPS President **David Hill**. "We think our licensing experience combined with Lisa's show experience will make this activity grow quickly."

IN BRIEF

New *CW* Awards Showcase Pioneering Client/Server Models

REPRESENTATIVES OF THE TOP FIVE COMPANIES HONORED *with Client/Server Excellence Awards are (back, from left): Gary Osborne, Hughes Space & Communications Co.; Bob DeStefano, Vanguard Group, Inc.; Dick Hudson, Global Marine, Inc.; Jonathan Vaughan, Chase Manhattan Bank; Leroy Pingor, Fannie Mae. (Front, from left): Thornton May of Cambridge Technology Partners and* ***Alan Alper****, Computerworld Client/Server Journal, served as judges.*

Computerworld Client/Server Journal announced the winners of the first Client/Server Excellence Awards last month.

The 20 "Client/Server Champions" of 1995 — companies that were recognized for excellence in the pursuit of client/server computing — were profiled in a special June issue of *Computerworld Client/Server Journal* and honored at a reception in Boston during the Database & Client/Server World show.

"We've all read horror stories about systems management tools that aren't ready for prime time," said **Alan Alper**, editor of *CW Client/Server Journal.* "But we think [client/server] technology is on its way to being mature, and many early adopters have been working since the '80s and have a track record on which to measure success. We thought it would be instructive to read about people who are really succeeding."

Computerworld Client/Server Journal and Cambridge Technology Partners, a systems integrator, jointly developed the methodology for the survey, which was sent out to 300 companies.

InfoWorld Readers Find Ways to Generate Revenues Online

Eighty-four percent of *InfoWorld* subscribers have, or will soon have, Internet access at their companies. At the same time, 16% of the companies with an Internet presence have begun to generate revenue from their online efforts, according to *IW*'s Second Annual Iway Poll, conducted during the weeks of March 27 and April 3 by *InfoWorld* Research and IDG Research Services. A random sample of *IW* subscribers was selected for the study, with 401 telephone interviews conducted.

Among the survey's findings: only 20% of the companies currently have a World Wide Web site established. At the same time, nine percent of the companies conduct business or market products via online services such as Prodigy or CompuServe.

How much money are these firms realizing through their online sales and marketing efforts? According to an article written by *IW* Executive Editor/ Enterprise Computing **Rachel Parker**, which summarizes the poll findings, "Most respondents didn't know or care to share that information. But a quarter of the moneymakers said they're making $500,000 to $999,999."

Marketing and selling products online is relatively inexpensive, these respondents report — with the mean amount reported to create, support and launch their online presences equaling $64,750.

The Iway Poll results are available on *IW*'s WWW home page: http://www.infoworld.com.

New *InfoWorld* Advertising Sections Target Internet

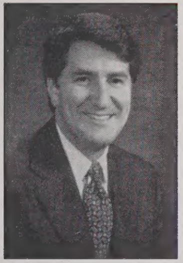
InfoWorld recently expanded its InfoMarket advertising section to include three new areas for companies to target buyers of their products. Two of the new sections in InfoMarket, "WWW.home.page" and "Internet Resources," will focus on the World Wide Web and the Internet. The third section, "Training and Support," will provide information to readers interested in keeping up with evolving technology.

A recent *InfoWorld* poll shows that nearly three-quarters (73%) of the publication's 250,000 subscribers have access to the Internet and 84.8% use the Internet to search for product information. "WWW.home.page" will provide companies with a centralized location to advertise their Web Sites to those subscribers.

The same poll also shows that 19.7% of *IW* subscribers have WWW sites on the Internet. Another 29.4% plan to establish one within the next 18 months. "Internet Resources" will provide these subscribers with companies that offer services and products to set up, maintain and administer Web sites.

A study by the Gartner Group shows that 90% of IS professionals will require training or retraining to do their jobs in the future. "Training and Support" will provide an outlet for subscribers to find the companies that are offering services or products — such as interactive software, audio or video tapes, books, seminars and consultants — that address the task of training and retraining.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q I heard that IDG recently invested in Netscape, producer of one of the leading Internet browser tools. What is the nature of our involvement, and what kinds of benefits is IDG gaining from it?

A IDG was extended an invitation to invest in Netscape along with a few other leading media companies after Netscape learned of IDG's plans for developing leading-edge applications for the electronic marketplace. While Netscape is best-known for its Internet browser, the company's long-term business model is based on providing Internet-based tools for businesses conducting secure business transactions on the Internet. Netscape is also developing specific tools for publishers, who want to create "electronic communities" for their readers that publishers own and control, rather than the alternative of licensing content to online service companies.

IDG invested $2 million, and Times Mirror, Hearst, TCI Technology Ventures, Knight Ridder and Adobe each invested the same. This represents a very modest amount of IDG's available investment portfolio and a very modest stake in Netscape. The key value is our membership, along with the other investors, on the strategic advisory board of the company—where IDG is the only high-technology publisher represented. We help the company align their product planning to the needs of the publishing community in general and IDG in particular, and we benefit from our association with and learning from arguably the most talented development team in the nascent Internet industry.

IDG's Interactive Services Group (formerly EMS) has committed to using the Netscape platform for the services it is building for several IDG publications, and they are working closely with the Netscape developers to create one of the first and, we expect, one of the most innovative implementations of an online publishing system.

While it is indeed unusual to make an investment in what is in some ways a "supplier," the world is changing, and we have to be prepared to create partnerships that ensure our continued leadership in the communications industry, no matter what form that communication may take. For example, we are also investing in Architext, a start-up company that has developed a very compelling online search tool, which we think will help differentiate IDG's online content offerings. By making these investments in key online tool companies, developing services based on them, and then making those that are successful available throughout the organization, we use the scale of IDG to our advantage, while continuing our insistence on content creation and management being localized to the needs of specific audiences or "communities" that IDG serves in more than 65 countries.

What's your latest thought on what Forstmann Little will do with the former Ziff-Davis properties?

Forstmann Little has said that they plan to take the Ziff-Davis properties public within two years. As we said when the sale was announced, Forstmann Little is only a "pit stop" on the way to another ownership change for the company.

Forstmann Little, which owns a variety of disparate businesses, is focused exclusively on the return to the investors of their funds.

The performance of Ziff-Davis since Forstmann Little acquired the company has not been positive. Three publications—*PC Magazine*, *PC Week* and *Computer Shopper*—contribute more than 92% of the profits of the Business Publication group. (The other groups, Consumer Publications and International Publications are not profitable). However, since Forstmann acquired the company, *PC Magazine*'s advertising pages have fallen 10%, *PC Week*'s pages have fallen 13% and *Computer Shopper*'s pages are flat.

In order to regain some momentum, the former Ziff-Davis properties are now resorting to aggressive discounts designed to boost page counts. In an era of rising paper and distribution costs, this is ill considered and is likely to be a short-term stimulus that only aggravates the problem Forstmann will eventually face in extracting a sizeable increase in cash flow. We are very impressed with the maturity shown by our publishers in recognizing that investments in the quality of our publications and relationships with customers have much more long-term value to IDG than short-term "fire sales" of advertising pages. For example, in a recent study of our top advertisers and agencies in the United States, customers told us that they valued the overall relationship and the value-added benefits, such as superior research they derive from IDG, more than the transaction-oriented style of Ziff-Davis and CMP.

IDG WORLD UPDATE NEEDS YOU!

- **Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/ Finance Bill Murphy?**
- **Do you have a story idea for *IDG World Update*?**
- **Do you have a comment about something you liked — or didn't like — in this newsletter?**

If the answer to any of the above questions is "yes," contact *IDG World Update* at tel 617-423-9030, fax 617-423-0712, or via the Internet at world_update@idg.com.

IDG Czech Agenda Features Booths, Boats and Balls

Two expositions and celebrations marking the fifth anniversary of *CW Czechoslovakia* kept IDG employees in Prague exceptionally busy during the last two weeks in May.

The hectic schedule began May 17-20 with Computer Nisa '95 - Windows World, which was organized by IDG Czechoslovakia. Held in the ancient city of Liberec, the event started three years ago as a regional show displaying a wide range of computer, communication and office technologies. Including the Windows World theme last year resulted in an increasing number of attendees and major foreign companies at the show. This year almost 60 exhibitors participated.

The following week, IDG Czechoslovakia participated in the third annual ComNet Prague, which was organized by IDG World Expo. IDG Czechoslovakia helped advertise the show and provided advice on conference topics and local speakers. This year's program expanded beyond telecommunications to include networking technologies.

During ComNet Prague, *CW Czechoslovakia* staff sponsored a boat cruise on the Moldau for employees, clients and friends to socialize as a jazz band played in the background. Along the way, names were drawn from the annual reader survey questionnaires and prizes awarded thanks to donations from IBM, Hewlett-Packard, Microsoft and other companies.

On May 27, 24 corporate teams played in a volleyball competition for the honor of capturing the first *Computerworld* Cup. The match was a rousing success — more teams wanted to play than could be accommodated, and *Computerworld* gained excellent visibility and goodwill from key clients. Everyone enjoyed themselves so much that the tournament will now be an annual event, with a two-day format next time and an open invitation for IDG colleagues to participate.

IDG
CW INFO
IDG

COMNET PRAGUE'95
22-24 května 1995

TOP: *IDG's booth at the third annual Computer NISA-Windows World show.*

RIGHT: *In addition to exhibiting at the show, IDG Czechoslovakia offered special advertising rates in its publications for ComNet Prague and provided advice on conference topics and local speakers.*

IDG STAFF, CLIENTS AND FRIENDS ENJOYED A CRUISE DOWN *the Moldau River in honor of CW Czechoslovakia's fifth anniversary. (Left to right): IDG Norway Managing Director* ***Morten Hansen****, CW Global Product Support Center Coordinator* ***Siri Herud*** *and IDG Czech Managing Director* ***Vítezslav Jelínek*** *and his wife Miroslava.*

THE PAIRINGS OF TEAMS ARE ANNOUNCED AT THE FIRST *Computerworld Cup volleyball tournament. (Left to right): Peter Král, a local radio announcer;* ***Jaroslav Hrouda****, CW Czechoslovakia manager and event organizer; and* ***Jirí Zadník*** *of IDG with his son.*

crosoft
COMPUTERWORLD
hp HEWLETT PACKARD
16

SO MANY CORPORATE TEAMS WERE INTERESTED IN THE *volleyball tournament that IDG Czechoslovakia had to turn away eight teams that called after the registration deadline.*

IDG Job Opportunities Update

Monday July 3, 1995

ASSOCIATE EDITOR (CIO)
CIO is looking for an associate editor to edit copy for content, organization, clarity and style, work with in-house and freelance writers on story development, direction and focus, assist in the idea-generation process and write occasional short items. Three years of feature magazine editing experience a must.

SALES ASSOCIATE (NW)
The selected candidate will provide administrative support, contact clients, coordinate internal communication between production, billing, ad operations and editorial, and graphically produce some marketing materials. Knowledge of Microsoft Word, FileMaker Pro and Excel strongly desired. Individual must be versatile, flexible and able to handle multiple projects.

CONSULTING OPERATIONS COORDINATOR (IDC)
This position requires managing the daily and weekly work-flow of production projects, working with the Consulting Marketing Manager and the VP of Consulting Sales, Marketing and Operations to plan, implement and copy edit the production of consulting marketing and custom publishing projects. Expertise in all major Macintosh graphics and production packages and proficiency in copy editing required. Candidate must have the ability to manage the work-flow of staff in a fast-paced and demanding atmosphere.

SENIOR COPY EDITOR (CWI)
The individual in this position will be responsible for on-line copy editing and page production, researching and reporting on all Computerworld magazine supplements, and producing special reports created by the Special Projects team. Strong grammar and organizational skills required, as well as knowledge of AP style. Knowledge of Quark Xpress and Microsoft Word a plus.

EXECUTIVE ASSISTANT (CWI)
Selected candidate will provide administrative support to the Vice President of Information Systems. Responsibilities include negotiating product pricing and contract terms with vendors, tracking purchases/orders, software licenses and maintenance agreements, and maintaining the department's budget. A minimum of 3-5 years administrative experience required. Strong PC skills, outstanding communication skills, excellent customer service skills, and the ability to handle a variety of tasks simultaneously are also essential.

SALES ASSISTANT, DEMO (IW)
Infoworld is seeking a sales assistant to handle the weekly closing of the demo edition, interact with clients via telephone, manage a database, and provide general administrative support. The environment is fast-paced and requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive customer-service attitude. The ability to work independently and under pressure is critical. PC literacy is a must. Publishing or advertising experience desired.

MANAGER, ONLINE DESIGN (PCW)
This position will conceive, integrate and execute the overall design strategy for the Online Services Group's various businesses. Position will develop the internal topology, external interface, navigational metaphors, structures and all other design elements for content products for third-party online services. Candidates should have exceptional artistic and design skills. Experience with document formatting tools, commercial online services, the World Wide Web, graphic design and portable software knowledge required. Experience with one or more of the following is desirable: HTML, Microsoft MediaView, Microsoft Black Bird (BBML) or AOL's Rainman. Familiarity with online design constraints and opportunities, graphic file formats, conversions, and image mapping a plus.

ADMINISTRATIVE ASSISTANT (PCW)
PC World Online Services Group is looking for an administrative assistant to provide administrative and sales support experience for the Publisher and Director of Sales. The selected individual will work with and assist clients, perform financial management tasks, and create sales presentation materials as required. Excellent clerical, communications and organizational skills, previous office management and/or sales administration experience, and expertise with PC-based business applications and presentation graphics software is required. Individual must be capable of working in a fast-paced environment associated with a rapidly expanding new business.

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

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	Elizabeth Martin	(508)935-4649
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	Theodora Guest	(508)935-4766
Object World/ComNet	Patty Reilly-Lemire	(508)820-8919
	Theodora Guest	(508)935-4766
CD Solutions, Inc.	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
LPC/PCW	Lori Connolly	(508)935-4791
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	Marisa Chow	(415)978-3272
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
IMI/Publish	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
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IDG Job Opportunities Update

July 3, 1995

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IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
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IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
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IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
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CWI	Advertising Sales Assistant	Waltham, MA	C. Chupka	(508)820-8162
CWI	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr. / Electronic Media Div.	Framingham, MA	S. Perry	(508)820-8160
CWI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	P/T Telemarketing Representative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Respresentative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	District Sales Manager	New England	M. Koethe	(508)935-4531
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IVI	Network Admin./ MIS Support	Falls Church, VA	M. Koethe	(508)935-4531
IVI	Account Director (2)	MA/NY	M. Koethe	(508)935-4531
IWORLD	Executive Assistant	San Mateo, CA	E. Dorsey	(415)286-6733
IWORLD	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
AMI	Features Editor, Digital Video Magazine	San Francisco, CA	K. Miller	(603)924-9470
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
IW	Sales Assistant, Demo.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporter (2)	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)312-3464

IDG Job Opportunities Update

July 3, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Executive Assistant to Editor in Chief	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Exec / Inside Partner (5)	IL/CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	Seattle, WA	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IMI	Sales Assistant	San Francisco, CA	F. Lee	(415)267-1722
LINK	Group Operations Manager	New York City, NY	D. Miller	(508)935-4133
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Account Manager	San Francisco, CA	C. Jarmul	(415)250-8014
PCW	Marketplace Account Representative	San Francisco, CA	C. Jarmul	(714)250-8014
PCW	Account Executive	San Francisco, CA	P. Deemer	(415)974-7373
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Administrative Assistant	Irvine, CA	M. Chow	(415)978-3272
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Publisher New Media Group	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512

IDG Titles Well-Represented at National ASBPE Awards

Four IDG publications captured nine awards for editorial and design excellence at the American Society of Business Press Editors' national awards ceremony in Boston last month. There were 1,132 entries from business publications this year, a 15% increase over 1994.

FEDERAL COMPUTER WEEK

Sprint takes DCTN woes to U.S. District Court

Hackers storm DOD nets

The new face of recognition technology

MAS pilot programs draw mixed reviews

All of the awards were for publications produced in 1994. *Federal Computer Week* won first place for Best Single News Article. Editor-at-Large **Bob Brewin** and Reporter **Elizabeth Sikorovsky** earned the honors for "Hackers Storm DOD Nets" (July 11). The *Computerworld* editorial staff earned second place for its news section (Dec. 5). *Macworld* Contributing Editor **Franklin Tessler** and Executive Editor **Galen Gruman** took third place in the "How-to Article" category for "Safer Computing" (Dec.)

IDG earned three awards in the Feature Article category. *Macworld* Executive Editor **Galen Gruman and** Contributing Editor **Jim Heid** took second place "Macintosh Innovations" (Feb.); *MW* Senior Editor **Charles Piller** took third place for "Macintosh Mystique" (Feb.) and *PC World* Associate Editor **Christina Wood** and contributing editors **Dan Tynan** and **Anita Amirrezvani** won honorable mention for "Your New PC: DOA or Destined for Glory?" (June).

PC World won two awards for design excellence in the Opening Page/Spread: Feature category. Designer **Carolyn Perot** earned first place for "Windows Databases for Mortals" (Oct.) and Designer **Tim Luddy** took honorable mention for "20 Tricks for Suite Teamwork" (April).

FCW's *Federal Integrator* supplement received an honorable mention for design in the Front Cover-Non-Photo category.

CALENDAR

NETWORK WORLD SYDNEY
July 19-21
Sydney Convention Centre
Darling Harbour
Sydney, Australia
Contact: Peter Davidson
Tel: 61-2-439-5133
Fax: 61-2-439-5512

SPOTLIGHT '95
(Co-sponsored by InfoWorld
and Infotainment World;
invitation only)
July 23-26
Ritz-Carlton Hotel
Laguna Niguel, Calif.
Contacts: Lia Lorenzano, IW
Tel: 415-572-7341
Valerie Hennigan, IFTW
Tel: 415-349-4300
A new conference focusing on
interactive media

UNIX WORLD
July 25-27
Hotel Camino Real
Mexico City, Mexico
Contact: IDG Mexico
Tel: 52-2-669-4454

WEBMASTER

continued from page 1

trade magazine in the U.S. before *WebMaster* that addressed business opportunities on the Internet. Instead, the market was full of largely consumer-oriented magazines.

Lew McCreary, editor-in-chief and publisher of *WebMaster* and executive editor of *CIO*, saw the opportunity for *CIO* to fill that void. Alerted by the fantastic reponse to the magazine's December 1994 special issue, *A CIO's Guide to the Information Highway*, McCreary envisioned a business-oriented Web publication. "In short, we hope that *WebMaster* will do for this new business venue what *CIO* has done for strategic IT use: present an ongoing record of what works and what doesn't — and why," McCreary said.

The WebMaster supplement includes case studies, interviews with prominent webmasters, stories that address business concerns, such as standardization and return on investment; new products and services; and informative columns on how to harness the power of the Web.

Thanks to Senior Promotions Specialist ***Marcy Dill*** *for contributing this article.*

CIO STAKES A CLAIM ON THE WORLD WIDE WEB

CIO Communications launched its home page on the World Wide Web on June 8. In addition to value-added editorial from *CIO* and *WebMaster*, the page includes media kit information, marketing opportunities for advertisers, research information and instant access to the *CIO* staff. Design Associate Michael Siggins was instrumental in developing the Web site. The URL is http://www.cio.com.

WHO ARE THE WEBMASTERS?

Webmasters, the emerging champions for the World Wide Web, may perform a number of functions within an organization. Among their responsibilities:

- **Manage the Web infrastructure within their organization.**
- **Identify Web business opportunities.**
- **Educate other business executives on how to exploit Internet opportunities.**
- **Stay on top of Web-related new product and service providers.**
- **Manage relationships with product and service providers.**
- **Recommend, specify, set standards and approve purchases of Web-related products and services.**

NOTEWORTHY

PROMOTIONS

Connell Communications has announced the formation of an Information Technology Division and the appointments of **Ian Ross** and **Jeff DeTray** as joint executive publishers. Ross's responsibilities include supervision of the national ad sales team for *DOS World*, *Maximize* and *I-Way*. Ross was previously national sales director for *InfoWorld* in New Jersey. Jeff, who has been with the IDG family since 1978, will be responsible for editorial direction of the publications.

Sal Conigliaro, formerly systems specialist for Infotainment World, has been promoted to network administrator, focusing on servers and network connectivity and supporting the New Media Group's Internet ventures. "Sal's systems management efforts over the past 16 months have resulted in numerous enhancements to our systems at IFTW and demonstrated his tremendous capability in this area," said COO/Senior VP **Bruce Gray**. "His enthusiasm and commitment to IFTW are much appreciated."

NEW EMPLOYEES

Sandy Reed has been named editor-in-chief of *InfoWorld*. Sandy brings over 20 years of experience including reporting and editing positions with *The Miami Herald*, *Personal Computing* and *The Macintosh Business Review*. She has a BA in journalism from Kansas State University and most recently was a partner at Reed & Ingle and has acted as a contributing editor to *InfoWorld*. She is an *IW* veteran who served previously as executive editor. "Sandy has the perfect resume for editor-in-chief of *InfoWorld*," said *IW* Executive Vice President **Stewart Alsop**.

REED

Kelly Quehl is an account executive for *Macworld*. Previously international account manager for Results!, Kelly will be working with *MW*'s East Coast sales team. A graduate of Gustavus Adolphus College, Kelly majored in speech/communications and sociology. She is an avid horsewoman and enjoys travel, music and cooking.

Diane Nadeau is a bookkeeper for IDG who will oversee IDG Books' accounts. Diane studied accounting at Massasoit College and enjoys reading and outdoor weekends in Vermont. She is a sports enthusiast whose favorite teams include the Boston Celtics and the New England Patriots.

Jennifer Arispe has signed on as a technical support specialist for *Computerworld*. Previously database administrator for American Express Travel, Jennifer attended the Computer Learning Center and continues to build her skills through related seminars. Her favorite outside activities include rollerblading, kick-boxing and playing pool.

Emmie Hung is a sales associate for *Computerworld*. Emmie previously served as office manager for University Games. She has a BS in business administration from California State Polytechnic/San Luis Obispo and a masters in business administration from San Francisco State University. Outside the office Emmie enjoys sports and reading.

IDG Media in the U.K. has welcomed **Sarah Williams** as a corporate PR executive. Previously a PR/marketing freelancer, Sarah will be working on the business unit's corporate PR and marketing its PC titles.

Michelle Colón has joined Infovision International as an administrative assistant. Most recently Michelle worked in a similar capacity at Avalon Properties where she assisted the acquisitions director. Michelle has an associates degree in business administration and will be working out of Infovision's Falls Church, Va., office.

IDG Latin America welcomes **Alejandro de Francisco** as art director. Previously art director at Editorial America, Alejandro has a bachelor's degree in math and an MS in math and physics. He enjoys listening to music in his free time.

Kelly Henry, previously an economist for Cahners Economics, has signed on as a senior client services associate at IDC. A graduate of Boston College with a BA in economics, Kelly will be responsible for tracking a number of electronics and technology markets.

TRANSFERS

Previously assistant registration coordinator for IDG World Expo, **Tina Pescaro** has transferred to *Network World*'s Special Projects Department. As operations assistant Tina will be involved in operations and in-bound sales and collection procedures.

Michael Sullivan-Trainor, formerly senior editor at *Computerworld*, has joined IDC as research director for the Electronic Messaging and Internet programs.

BOSTON-AREA STAFF RAISES $40K FOR AIDS-RELATED CAUSES

Forty IDG employees took to the streets of Boston last month for the "From All Walks of Life" 10K walk to raise money for local AIDS-related causes.

With well over $40,000 in pledges, matches and a $5,000 IDG contribution, IDG met its corporate goal: to exceed the $32,000 raised in 1994. This year's tally was IDG's second largest ever and once again made the company one of the event's top fundraisers.

Thirty-one of the IDG walkers raised more than $250. Top honors went to Senior Networking Editor Laura DiDio of *Computerworld*, who raised more than $7,500, while Sales, Operations and U.S. Administration Coordinator Madeleine Spencer of IDC was next with more than $4,000.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Barbara Howell - IDG Australia

TWELVE YEARS
Bernie Hockswender - Computerworld

EIGHT YEARS
Teresa Martin - IDG U.K.

SEVEN YEARS
Ruth Henrich - Macworld
Abbie Lundberg - CIO
Jim Shannon - InfoWorld
Caroline Craig - InfoWorld

SIX YEARS
Chip Carman - Macworld

FIVE YEARS
Mark Cappel - Integrated Media, Inc.
Carla Neumann - InfoWorld

FOUR YEARS
Stéphanie Grin - IDG France
Stephanie Legelis - CIO
Cathy Kenny - PC World

THREE YEARS
Alison Treasure - IDG Hong Kong
Andy Tsang - IDG Hong Kong
Solomon Emmanuel - IDG Singapore
Michael Desmond - PC World
Stephanie Faucher - Computerworld

TWO YEARS
Soo Kang - IDG Asia
Jennifer Avelar - IDG Books
Marian Wallace - IDG Books
Mary Cowan - IDG U.K.
Jocelyn Ertel - Network World
Pete Deemer - PC World
Terrance Ng - InfoWorld
Amy Phoenix - InfoWorld
Chris Tacy - EMS
Cheryl Saylor - IDG World Expo

ONE YEAR
Lois Brennan - Macworld
Valérie Millon - IDG France
Tom Winter - IDG U.K.
Elaine Offenbach - Computerworld
Catherine Weber - Computerworld
Spiro Hionis - IDG Australia

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Alan Farias will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* pencils and pencil sharpeners.

HONORABLE MENTIONS:

"The new interface will be a hit, I promise. It promotes interactivity by challenging user assumptions."
- Diane Mehta
InfoWorld

"...and problem reports from users have almost disappeared."
- Kelly Kavanagh
Infovision International

"Bill's so full of it. He says Windows 95 will be a window to a new world, but who's going to buy that?"
- Leong Yin Leng
Computerworld Singapore

"We're gonna blow 3D Studio outta the water!"
- Pat O'Brien
IDG Books, Indianapolis

Fearing a hostile takeover, the Windows 95 developers protect their product.
- Mary Bednarek
IDG Books, Indianapolis

"Hey, I've got that genetic algorithm working pretty good now."
- Dan Littman
Macworld

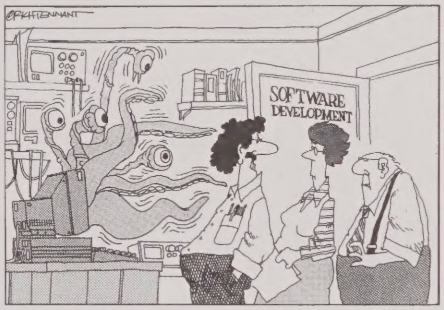
"I tried to make the software for Alien 3.7 as realistic as possible."
- Stig Sorensen
IDG Denmark

"Allow me to present to you our new interactive multi-tasking workstation."
- Pong Ying
Computerworld Singapore

"Like my new personal management software? Instead of managing your data, it simply manages you!"
- Kevin Spencer
IDG Books, Indianapolis

"Trust me. Windows 95 will be ready by August."
-Richard Popko
Multimedia World

"Well, it started out as a test using a new Web browser and Virtual Reality."
- Jeff Senna
InfoWorld



"No, I never thought running Virtual Reality software with old high-radiation monitors would be a problem. Why do you ask?"

- Alan Farias
CW Database Division

"This Windows 95's a bit of a monster."
- Wayne Williams
IDG Media

Rich Tennant's original caption:
"We should have this fixed in Version 2."

CELEBRATING 10

Nancy J. Percival

HOME: Currently Newton, Mass., although my husband and I are in the process of building a house in Andover, Mass.

JOINED IDG: January 1985, as a research assistant, although I started working with the company in September 1984 on a contract basis.

CURRENT TITLE: *Computerworld* Regional Manager, New England and Upstate New York.

MOST CHALLENGING PART OF YOUR JOB: Leaving voice mail messages with customers and not hearing back from them.

BEST PART OF YOUR JOB: Being in front of clients and helping them work out an advertising schedule. Also, traveling and meeting people from other areas within my region.

DID YOU THINK YOU'D BE HERE 10 YEARS? Yes I did. From the very beginning I knew this would be "home" for a long time!

WHAT'S KEPT YOU HERE FOR 10 YEARS? The constant challenge and enjoyment I get from my job. I thoroughly enjoy selling ad space!

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: Hand me a huge commission check!

WORDS TO LIVE BY: What goes around, comes around.

OUTSIDE INTERESTS: Taking care of my 2 1/2-year-old son, step aerobics, sewing and reading.

IDG CHAIRMAN PAT MCGOVERN RECENTLY ESCORTED CW'S *Nancy Percival* *to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

DREAM DESTINATION: The South Pacific.

FANTASY JOB: Professional singer.

MANAGER'S PROFILE: "Nancy joined *Computerworld* in a research capacity and has brought that skill of understanding client needs to her role of regional manager of advertising. Nancy has become an integral part of the technical recruiting universe in New England. She played a key role in co-founding the Rte. 128 Cooperative Recruiting Association, is the membership chair of the Boston chapter of the DPMA, and the mother of a college junior and a pre-schooler."

—***John Corrigan**, CW vice president,*
Professional Development Division

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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IDG MEDIA BRINGS GAMEPRO TO THE U.K. AND SECURES EXCLUSIVE LAUNCH COVER
PAGE 2

INFOWORLD PRESIDENT AND CEO JIM MARTIN TAKES A TURN ONLINE
PAGE 3

MACWORLD ORGANIZES TO IMPROVE EMPLOYEE HEALTH AND SAFETY
PAGES 4-5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

InfoWorld Offers Research in a Flash

Statistically projectable research available in less than a week

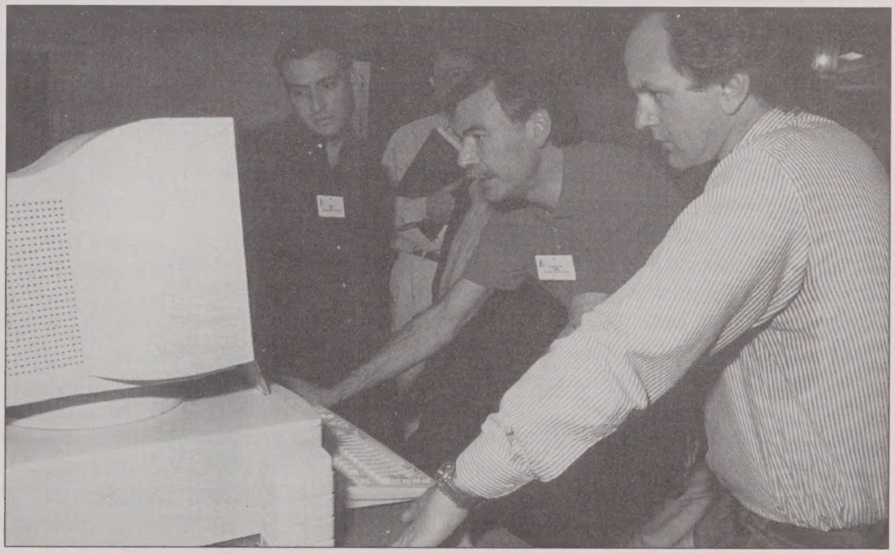
When *InfoWorld* Associate Publisher **Joel Decuester** joined representatives of other IDG business units at a Marketing Services-sponsored visit to Apple's ad agency in Los Angeles, he took along a wake-up call for Apple that not only got him noticed, it got him invited back for a private meeting the following week.

Representatives from IDG's U.S. publications had been invited to Los Angeles to discuss how IS managers viewed Apple in the enterprise. By tapping into a powerful new research tool available to *InfoWorld*'s editorial and sales teams, Decuester was able to deliver specific, quantifiable and statistically projectable research indicating that while his publication's readers respected Apple's technology, they had little confidence in the company's understanding of their business and technological needs within the enterprise.

"Our information clearly showed that in the minds of IS managers, Apple is not even on the radar screen," Decuester said. "It carried a lot of weight with the agency

• CONTINUED PAGE 5 •

First European Global Summit Brings IDG's Resources to the Fore



ANDY HART, CLIENT SERVICES DIRECTOR FOR IDG MARKETING SERVICES/EUROPE, *Middle East and Africa (far left), helps clients explore the CD-ROM in IDG's Global Marketing Kit. Like the Summit, the kit portrays how IDG helps clients with pan-European marketing.*

"Overall: a stimulating event, an interesting crowd and a good chance to talk and meet." Those positive comments were typical reactions from a select group of 175 customers, business partners and potential clients who met in Barcelona May 14-17 for the first IDG European Global Summit. Companies represented at the meeting included Novell, Oracle, Saatchi & Saatchi, Olivetti, IBM and Lotus.

The forum, devoted to high-tech marketing issues, was modeled after the four-year-old IDG Global Summit sponsored by IDG Marketing Services/U.S. The European version focused on the evolving nature of marketing high-tech products throughout Europe and how IDG's strong international presence makes the company uniquely positioned to help clients in their pan-European marketing efforts.

Jeff Meers, president of IDG Marketing Services/Europe, Middle East and Africa, which organized the meeting, said the summit brought the power of the IDG's resources to the forefront.

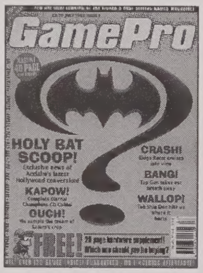
"Senior pan-European head office

• CONTINUED PAGE 6 •

IN BRIEF

IDG Media Launches *GamePro* in the U.K. Market

Not only did IDG Media succeed in bringing *GamePro* to the U.K., but editor **Jay Sharples** secured an exclusive launch edition cover featuring the *Batman Forever* logo coinciding with the film's full-scale ad campaign.



Fifty thousand copies of the 148-page monthly hit newsstands on June 29 "combining the best of both worlds: the hottest hints and tips straight from the U.S. and a high proportion of locally generated pages," said Publisher **Denise Wright**. In a license agreement with Infotainment World, IDG Media is currently using 30-35% of the U.S. editorial.

According to Managing Director **Ian Bloomfield**, the benefits of close ties to a well-established U.S. title with access to information on the U.S. market — where the majority of hot new games debut — will ensure this publication's success in the U.K. Like its U.S. counterpart, *GamePro* will be jam-packed with game strategies, hints and tips. These factors will allow *GP* to distinguish itself from its three major competitors: *Gamesworld Gamesmaster* and *C&VG.*

By launching in June, the IDG Media team hopes to have the title firmly positioned by the December holiday buying season when a growing base of readers will look to *GamePro* to guide their purchases.

Wright is negotiating a deal with Toys 'R Us U.K. to distribute 36-page sample magazines with all gaming software.

Computerworld TV Ads Tout Close Relationship to Readers

Computerworld took to the airwaves for its first television ad campaign, a 30-second commercial that ran last month on the USA, Lifetime, ESPN and CNN cable TV stations in Boston, New York, San Francisco and San Jose, Calif.

The spot has generated a lot of favorable attention from the ad agency community, which, along with IT vendors, was one of the target audiences.

CW's commercial highlights the fact that readers pay $48 a year for a subscription although its competitors — *Information Week* and *PC Week* — are free. In the spot, high-level readers from prominent companies are offered strange gifts, such as a piece of the Berlin Wall or $48 worth of cheese, to give up their subscription, but everyone goodnaturedly declines.

"We have a great relationship with our readers, and we wanted to communicate their emotion," said *CW* Executive Vice President **Steve Woit**, who worked closely on the campaign with Priscaro & Hukari, *CW*'s ad agency. "Readers care about *Computerworld*, and they get a lot of value from it. We're the only publication that's letting the readers speak, and that's very powerful."

The television commercial is part of a larger campaign that includes cover wraps, direct mail, and a 14-minute video, all of which describe *CW*'s impressive performance in the latest Simmons CompPro syndicated research study and why readers prefer *CW* over the competition.

SHORT TAKES

Nick Petreley, executive editor of reviews and testing at ***InfoWorld***, recently presented *InfoWorld*'s 1994 Landmark Technology Award, which is given annually for a product with the most significant original idea or advancement in current technology. Petreley gave the award to ACI U.S. Inc.'s Loic Vandereyken, vice president of development tools for Object Master for Windows. Object Master is ACI's integrated programming tool for professional C and C++ programmers.

* * *

PC World announced the 13th annual World Class Awards at PC Expo last month. A diverse group of industry professionals, *PC World* editors and readers judged the awards, which included IBM's OS/2 Warp 3.0 as 1995 Corporate Product of the Year. *PC World* sponsors the awards to help consumers make more informed PC product buying decisions.

Macworld Communications released the 1994-95 international subscriber study in late May. The study focuses on worldwide *Macworld* subscribers' use and intent-to-purchase Macintosh computers, peripherals and software. Conducted by IDG Research Services, the results from nine countries — France, Germany, Japan, Netherlands, Norway, Portugal, Spain, Sweden and Switzerland — show widespread acceptance of the Power Macintosh. The survey indicated that the Power Mac is used by 19% of subscribers, and 48% plan to purchase a PowerPC computer for their organization in the next 12 months.

* * *

SunWorld Online, profiled in an *IDG World Update* cover story June 19, has officially launched. Its first issue can be found through Sun's home page, http://www.sun.com. *SunWorld Online* is billing itself as "the first major online-only computer magazine."

ON LINE

JIM MARTIN

InfoWorld's president/CEO is this week's guest columnist. Part 2 of his column will appear next week.

Q October marks one year since your move from *Macworld*'s president/ CEO post to *InfoWorld*. What's it been like to go from being a Macintosh guru to a spokesman for IS professionals?

A After only nine months at *InfoWorld*, I certainly don't feel I'm a spokesperson for IS professionals. Remember, *InfoWorld*'s entire credo is to be "The Voice of Personal Computing in the Enterprise." As a result, no one person in our organization can ever carry the message to readers or the vendor community as effectively as the elegant advocacy proposition so well stated in *InfoWorld*'s tag line. A review of *IW*'s history pretty well reiterates the role the newspaper has played in helping those with IT buying power make product-buying decisions, and to do that we've focused on the news about products, and in-depth reviews, testing and scoring the performance of products in the *InfoWorld* Test Center. While I certainly feel that I can effectively evangelize *InfoWorld* to readers and vendors, it's clear to me that this market is so massive that it's better to let the newspaper do most of the talking.

When you accepted your new post, you said "*InfoWorld* is clearly poised for dramatic growth and prosperity." Is your premonition materializing and, if so, how is this growth and prosperity manifesting itself?

Oh yes, *InfoWorld* is definitely growing rather nicely in FY95. Total gross revenues are approaching $86.0 million, and will be up about $9.0 million over last year, while net profits will increase by almost $2.0 million. Advertising pages, while still growing, are not as robust as we would like, although *InfoWorld* has definitely gained several marketshare points against our major competitor, *PC Week*. Part of the sluggishness in full-year advertising pages has to do with the delay of Windows 95 from Spring 1995 to August 24, 1995. In addition, the recent marketshare initiatives of Forstmann-Little, in which they are working hard to give away pages with little or no profit, will cause a small hiccup in the short-term. But, we believe Ted Forstmann will wake up very soon when someone has the courage to show him a P&L statement. Once we can get back to competing on editorial quality, buying power of the readers, and customer service plus value-added marketing partnerships, rather than competing on everyday low prices, we believe *IW* will increase the rate at which it gains marketshare against *PC Week*.

What kind of public online initiatives is *InfoWorld* involved in?

InfoWorld institutionally objects to the current online models espoused by America Online, Prodigy, CompuServe and others. Our concern is not about the viability of those services or their ability to deliver "readers." Rather, it is the ownership of the audience which is most troubling, as well as the economic model these online services have offered to content providers. Therefore, we have disengaged from one of our earlier relationships with Apple's eWorld and have backed away from signing deals with the other major online providers. On the other hand, we hold out hope for one potential commercial provider: Microsoft Network. While there are aspects of our relationship which still need to be negotiated, we believe that Microsoft's financial compensation for content providers is far more aggressive and logical, and their fundamental understanding of publishing is much more advanced. We think this is the one commercial network which appears to have great promise for us to make a lot more money than we spend in delivering the content.

Then there is the Internet. We are working on an initiative called InfoWorld Electric. **Stewart Alsop** and **Michael Lowe** are developing a plan to deliver a highly synergistic service to *InfoWorld*'s qualified readership which will provide a valued-added relationship with the most powerful buyers of computer products and services in the enterprise.

Our goal is not to "jump on the Net" just because it is there. We do have an *InfoWorld* Home Page, but that is *not* InfoWorld Electric. Rather, our goal is to craft a service that mirrors the credibility and integrity of the newspaper and that will reinforce the value of *InfoWorld* in helping these enterprise buyers do their jobs even better.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

Macworld Organizes for Healthier Work Environment

Avoiding repetitive stress injuries a major focus

JANE DAVEY

MOSH COMMITTEE MEMBERS (LEFT TO RIGHT): SHELLY GINENTHAL, ***Doreen Engelmann, Belinda Chlouber, Marisa Chow, Marty Garchar*** *and* ***Lisa Brazieal*** *(front) display some of the input devices available to Macworld employees.*

Thanks to a small group of dedicated employees, bolstered by a strong commitment from upper management, *Macworld*'s 100-strong work force is working smarter — and safer — than ever before.

The Macworld Occupational Safety and Health Committee, or MOSH, was formed in April 1994 to address issues of workplace safety and health awareness among staff members. "We realized that in order to continue to be a successful business, we needed to manage employee health and safety issues just like we would manage any other issue critical to the operation of our company," explained **Shelly Ginenthal**, *MW* director of human resources and a MOSH member. "People are our greatest asset, and the potential impact to the bottom line if we ignore health and safety issues is severe," she added.

The group's first project, Macworld Clean Up Day, not only resulted in a cleaner, more organized work environment, but also served to open the lines of communication between the various departments. While music played and food flowed, employees sorted, sifted, stacked, dusted, vacuumed, mopped and tossed. Prizes were awarded for the most improved cube, unused software was boxed up and donated to local organizations and when it was all over, more than 1,500 gallons of unneeded paper had been removed from the office. "Aside from being a lot fun, the end result was improved air quality [removal of dust and mold along with all that paper], better organization and more room to work safer," Ginenthal said, noting that the day will likely become an annual event.

Targeting computer-related injuries

The group next focused its attention on ergonomic issues and the growing threat of repetitive stress injuries (RSI) to employees who spend the bulk of their working day at a computer keyboard. Training sessions with physical therapist Terri Hansford were instituted on an ongoing basis for all employees. Topics include the dynamics of repetitive stress injuries and how to respond to early symptoms (see sidebar, page 5). All new employees have a one-on-one session to properly arrange themselves in the workstation under Terri's watchful eye, according to Ginenthal. Employee Relations Manager **Marisa Chow** also meets with new employees to orient them to safety practices adopted by *Macworld*.

MOSH sponsored an informational session for senior management during which the group presented a compelling financial argument for preventive intervention in the form of ergonomically correct furniture and equipment (see chart below) as well as a comprehensive education program to alert employees to

PROACTIVE APPROACH TO RSI REAPS SIGNIFICANT BOTTOM LINE BENEFITS

Impact on Business of Advanced Case Without Early Intervention

- Employee unable to work at all
- Inability to return to work for extended periods or full-time
- Added work for others in the group
- Cost of freelance and temporary help
- Short-term disability
- Long-term disability
- Morale suffers

Impact on Business of Case with Early Intervention

- Time off for doctor appointments
- Temporary work load reduction or rearrangement
- More frequent breaks
- Reconfiguration of workspace
- Equipment

Impact on Business of Case with Preventive Intervention

- Equipment
- Training/workstation evaluation
- On-site check ins with physical therapist

Information supplied by Macworld Occupational Safety and Health Committee

INFOWORLD

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people who were intrigued enough by our research to arrange a second meeting to more fully discuss our findings."

Decuester gathered his data using *InfoWorld*'s new Flash Research service, an inexpensive, quick and accurate way to survey the opinions of *InfoWorld* subscribers on current computer and industry-related issues.

For a typical Flash Research project, 100 *InfoWorld* subscribers are asked eight closed-ended questions about a particular topic. However, each project can be custom-tailored to the client's needs by adding more questions or by including open-ended questions. The results can usually be provided in just three to five working days.

"The fast turnaround time is definitely a key selling point of Flash Research, because it allows us to get opinions on current issues facing the industry while those topics are still hot," said **Wally Palmer**, *InfoWorld*'s director of research, who helped design the program along with Research Director **Janet King** of IDG Research Services."But what's truly impressive is that, since the 100 subscribers are chosen on an nth-name basis, the results are statistically projectable to *InfoWorld*'s entire 250,000 subscriber base of IS managers who buy enterprise products in volume."

Typical Flash Research topics might include questions such as:

- Will NetWare 4.1 increase its market share lead over Advanced Server NT?
- Will PerfectOffice close the gap on Microsoft Office?
- How quickly are IS managers moving from 10 Base-T to 100 Base-T?

The first Flash Research study focused on the acceptance of Microsoft's forthcoming Windows 95 vs. that of IBM's OS/2 Warp. Published in the April 24 issue of *InfoWorld*, the study found that only 7% of those surveyed currently have definite plans to upgrade all or some of their companies' systems to Windows 95.

JOHN SPRAGENS

INFOWORLD DIRECTOR OF RESEARCH ***Wally Palmer*** *stresses the importance of Fax Research's statistical projectability to IW's entire subscriber base.*

For more information contact Wally Palmer in the InfoWorld Research Department at 1-800-227-8365.

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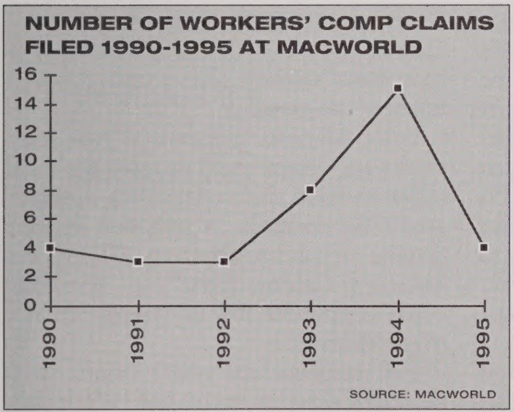
the symptoms of RSI and techniques for avoiding such injuries.

The result has been a new company-wide focus on safer computing. An ergonomic component has been added to the new employee orientation, a "lending library" of sorts has been established to allow employees to rotate input devices, and managers have been encouraged to rethink job descriptions where practical to minimize the number of uninterrupted hours employees must spend at a keyboard. Employees are taught to minimize or prevent computer-related injuries by paying attention to body position at the computer as well as by taking frequent short breaks, organizing their work spaces appropriately and ensuring their equipment is properly adjusted.



PRIOR TO THE LAUNCH OF AN EXTENSIVE *employee education program in 1994, Macworld's worker compensation claims were under-reported. Claims peaked during 1994 as the education program took hold and fell precipitously this year due to the preventive measures instituted by Macworld.*

MOSH also sponsored an eight-week stress management/yoga class, which was very well received. The group is now putting together a "Working Safe Flyer" that will explain how to handle work-related injuries and what help is available should an employee begin to experience symptoms of RSI. The group is also participating in a company-wide project to develop a Business Resumption Plan that will include fire and earthquake emergency plans as well as solutions for continuing production of the magazine in the event of such a disaster.

Macworld's efforts in improving employee health and safety have not gone unnoticed outside the company. In an article in *Time* last October called "A Royal Pain in the Wrist," the company was cited for its proactive approach to avoiding computer-related injuries.

"We took the approach that it was a partnership between the employees and the company," Ginenthal was quoted as saying. "Employees have to do some things, like take breaks and take care of themselves, and we have to provide them with the tools, equipment and education."

WARNING SIGNS OF REPETITIVE STRESS INJURY

According to physical therapist Terri Hansford, these are some early warning signs of repetitive stress injury that must be taken seriously when experienced.

1. Numbness/tingling in the fingers and hand, day or night.

2. Throbbing in the hands, arm or forearm.

3. Cramping in the hand.

4. Cold, blueish-white fingers.

5. Stiffness, soreness in the neck, shoulders or back.

6. Headaches.

7. Eye discomfort/visual strain.

8. Pain — anywhere. If it's to the point where you're experiencing pain anywhere in your body, it's a good indication you're showing signs of RSI.

SUMMIT

continued from page 1

managers of IT companies, and their agencies, have never been sold the totality of IDG in Europe," Meers explained. "They know our power brands in each country, but the link between them is little understood. Our country managers have excellent relationships with key decision makers in each country, but very few have needed to build relationships with the European head office staff. That is our job. Therefore, when we announced the conference, most of our target audience needed to be persuaded of its value. Systematic telephone follow-up to our invitations convinced most of the important clients in Europe to attend, and their feedback has far exceeded my expectations. We really have hit the European market with a bang!"

Regional differences

Throughout the Summit, discussions about pan-European marketing invariably touched on the challenges posed by cultural differences and business practices throughout the region. There are more legal restrictions on direct marketing in Germany than in the U.K., for example, so campaigns have to be fine-tuned for each market.

Purchasing habits also vary. Spanish consumers prefer to buy from small, independent retailers rather than large distributors. People in different markets also respond differently to advertising and marketing techniques. Using female models to promote PCs may work well in some countries but not in others.

During the sessions, IDG speakers and outside experts teamed up for a mix of individual presentations and panel discussions. IDG Chairman **Pat McGovern** and Meers talked about the importance of "mind share" and brand awareness: even with the increase in the number of IT vendors over the past few decades, buyers still tend to consider only two or three vendors, and the vast majority choose the supplier they had first considered. IDG President **Kelly Conlin** cited case studies of how IDG's commitment to customers, along with an expanding portfolio of resources, have helped clients with integrated global marketing campaigns.

IDC Senior Vice President **David Moschella** chaired a panel on how systems integrators view brand awareness and later talked about IDC's study of the buying plans of IT consumers in the U.S., Western Europe and Japan. **Stewart Alsop**, executive vice president of InfoWorld, moderated a panel of IT managers who offered their views, as customers, on vendors' pan-European marketing efforts.

ABOVE: *IDG Chairman **Pat McGovern** (right) chats with Joseph Wynen from Oracle.*

CLAUDE BRIL, SALES DIRECTOR FOR *IDG Marketing Services in France, shares a laugh with Tracy Hopper from ad agency Mills Hughes & Partners.*

Simon Anholt, managing director of World Writers Limited, talked about the cultural conflicts that often arise during international direct marketing campaigns. He cautioned that good copy often has to be rewritten, rather than translated, to be effective. Another highly rated speaker, Paul Saffo, director of the Institute for the Future, said we are in a period of change more revolutionary than the advent of the PC. According to him, the dominant industry of the next century doesn't even exist today; the television, PC and home entertainment will converge, and virtual reality will have wide applications in many different industries.

Mutual benefits

IDG managers took home as much from the Summit as their guests. "I found the Summit very interesting because all the participants and speakers had such frank comments about their business and marketing challenges," said IDG Sweden Managing Director **Bengt Marnfeldt**. "It seemed to me that they had the same kind of problems and therefore were willing to discuss them openly despite the fact that many of them were very tough competitors."

In addition to meeting in organized sessions, clients and IDG participants had a chance to share ideas and mingle during dinner and special events, such as a tour of the nearby Codorniu wine cellars.

One of the differences between the U.S. Summit and the European version, according to Events Director **Gill Warren**, is that European clients prefer more business sessions during the day in order to justify their time out of the office. In Barcelona, however, the evening's social agenda lasted longer; Europeans seem to have more stamina to last until the wee hours of the morning.

Postconference evaluations gave high marks to Warren and her team for their organizational skills. Attendees appreciated their attention to customer service details, such as providing an "IDG World Telecom Calling Card" so attendees could save about 30% on telephone calls from the hotel.

The dates for next year's Summit will be announced in early fall. While the substance of the event will not change significantly, it's likely to include longer panel discussions and more workshops and roundtables to enhance the interactivity of the sessions.

Museum Passes Drawing

If you would like to enter the drawing to receive two museum passes to popular Boston museums, please fill in your name, business unit and business unit location on the entry blanks below.

Return this form to the **IDG Corporate Communications Department** no later than **July 24, 1995**. The drawing for the museum passes will be held on July 25. If you are a winner, your passes will arrive via interoffice mail by July 28. No phone calls, please!

The Computer Museum

Name:____________________________

Business Unit:_______________________

Business Unit Location:_________________

The Museum of Science

Name:____________________________

Business Unit:_______________________

Business Unit Location:_________________

The New England Aquarium

Name:____________________________

Business Unit:_______________________

Business Unit Location:_________________

The Children's Museum

Name:____________________________

Business Unit:_______________________

Business Unit Location:_________________

Please return this form ***by July 24*** *to the IDG Corporate Communications Dept. via interoffice mail, or send it to IDG, One Exeter Plaza, 15th floor, Boston, MA 02111.*

IDG Job Opportunities Update
Monday July 10, 1995

SYSTEM SUPPORT SPECIALIST (IDG)
The ideal candidate will provide operational and client support for a DEC VAX 7640. A minimum of three years experience with VAX/VMS system management required. Individual must have a thorough working knowledge of VMS utilities and commands. Data communications and Novell experience a plus. Excellent writing and problem solving skills essential.

WESTERN REGIONAL SALES MANAGER (CW)
Computerworld's Client/Server Journal has a newly created opportunity for a seasoned sales professional covering the West Coast area. Candidates should have a minimum of 5-7 years successful advertising sales experience within the high tech community. Excellent communication skills are necessary. Superior presentation skills with a high level of energy, professionalism and creativity necessary. This position requires a large amount of travel.

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IMS	Sales & Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/CSC	Director of Financial Planning & Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/Latin Am	Business Manager	Miami, FL	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	WEB Master	Framingham, MA	S. Brown	(508)935-4099
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Sales Associate	Framingham, MA	D. Volpe	(508)935-4192
NW	Copy Editor	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Advertising Coordinator	Framingham, MA	D. Volpe	(508)935-4192

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone
IDC	Consulting Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Analyst, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Human Resource Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Group Operations Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, E-Messaging & Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Sales Assistant	Framingham, MA	E. Martin	(508)935-4649
CWI	Western Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	C. Chupka	(508)820-8162
CWI	Senior Copy Editor	Framingham, MA	J. Ferranti	(508)820-8574
CWI	Senior Editor, PC Software	Framingham, MA	S. Perry	(508)820-8160
CWI	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	VP/General Mgr. / Electronic Media Div.	Framingham, MA	S. Perry	(508)820-8160
CWI	Assistant Sections Editor	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	District Sales Manager	Burlingame, CA	L. Lehane	(415)347-0555
CWI	P/T Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	Desktop Publishing Specialist	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Writer	Framingham, MA	S. Perry	(508)820-8160
CWI	VP / General Manager, Events	Framingham, MA	S. Perry	(508)820-8160
CWI	Senior Editor	Burlingame, CA	M. Johnson	(508)879-0700
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	C. Chupka	(508)820-8162
CW/RT	P/T Telemarketing Representative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Respresentative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	District Sales Manager	New England	M. Koethe	(508)935-4531
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IVI	Network Admin./ MIS Support	Falls Church, VA	M. Koethe	(508)935-4531

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone
IVI	Account Director (2)	MA/NY	M. Koethe	(508)935-4531
IWORLD	Executive Assistant	San Mateo, CA	E. Dorsey	(415)286-6733
IWORLD	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
AMI	Features Editor, Digital Video Magazine	San Francisco, CA	K. Miller	(603)924-9470
AMI	Business Manager	San Francisco, CA	K. Miller	(603)924-0309
IW	Sales Assistant, Demo.	San Mateo, CA	L. Schmid	(415)312-0669
IW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporter (2)	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)312-3464
IW	Executive Assistant to Editor in Chief	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Exec / Inside Partner (5)	IL/CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	Seattle, WA	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Center Operations Manager	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Project Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Compositor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	P/T Merchandisers	Wash, DC	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IMI	Sales Assistant	San Francisco, CA	F. Lee	(415)267-1722
LINK	Group Operations Manager	New York City, NY	D. Miller	(508)935-4133
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Account Manager	San Francisco, CA	C. Jarmul	(415)250-8014
PCW	Marketplace Account Representative	San Francisco, CA	C. Jarmul	(714)250-8014
PCW	Account Executive	San Francisco, CA	P. Deemer	(415)974-7373
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst (2)	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Administrative Assistant	Irvine, CA	M. Chow	(415)978-3272
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Account Manager, Macworld Directory	San Francisco, CA	S. Plevin	(415)978-3138
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Publisher New Media Group	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512

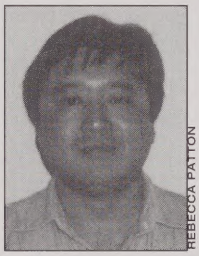
NOTEWORTHY

PROMOTIONS

Kevin Burns, formerly IDG operations manager, has been promoted to senior manager of technology. In his new position Kevin will be responsible for technical support of IDG's Corporate Support Center and will retain his responsibilities for the Speen Street offices in Framingham. "Kevin has shown a tremendous affinity for supporting new technologies and working with the different business units' requirements," said IDG Director of Information Services **Nancy Newkirk**.

McDERMOTT

Infotainment World has announced two promotions. **LeeAnne McDermott**, previously editor-in-chief and co-founder of *GamePro*, has been named vice president/editorial director for Infotainment World. "LeeAnne took a great concept, and with intelligence and passion, achieved excellence in publishing" said IFTW Executive VP **John Rousseau**."This promotion is not only richly deserved, but necessary to guide IFTW into the future."


REBECCA PATTON

NIHEI

Wes Nihei, formerly executive editor for *GamePro*, has been promoted to editor-in-chief of *GamePro* and *SWATPro*. "Wes has been an integral part of *GamePro* from the very beginning," John said. "His editorial guidance and industry expertise have contributed to *GP*'s No. 1 status with the interactive consumer."

NEW EMPLOYEES

IDC welcomes a host of new employees. **Barbara Wetherington** is an electronic delivery products specialist. Prior to joining IDC Barbara was a project manager at Macmillan New Media where she managed the production of multimedia CD-ROMs. Her outside interests include gardening, sewing and woodworking.

Siew Joo Tan is a senior analyst for IDC's Consulting and Management Services. Siew Joo recently earned her MBA from Babson Graduate School of Business and completed her undergraduate studies at Cambridge University. Her prior work experience includes positions with Citibank, N.A. and Singapore's Ministry of Education.She is an opera aficianado who also enjoys scuba diving and hiking.

Alex Bernardo is a consulting manager for IDC West. Most recently industry manager for Automation and Industrial Electronics, Alex earned a BS in finance and a BA in history from De La Salle University and an MS in management from ADL Management Education Institute. Golf and wine collecting are among his favorite pursuits.

TRANSFERS

Mel Edmonds, formerly network manager for IDC, has transferred to the IDG Corporate Support Ceneter where he will work as network technology specialist. "Mel has experience with Lotus Notes and many of the technologies the CSC is using or plans to use. He'll do a great job supporting their activities," said IDG Senior Manager of Technology **Kevin Burns**.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS

Scott Mace - InfoWorld

ELEVEN YEARS

Barbara Ringer - IDG Germany

TEN YEARS

Stephen Ireland - IDG Australia

NINE YEARS

Ralph Finos -IDC
Karen Quack - IDG Germany

EIGHT YEARS

Madeleine Buckingham - PC World
Deborah Winders - Network World
Giulio Ferrari - IDG Italy
David Noble - IDC Australia

SEVEN YEARS

Doug McLeod - IDC

SIX YEARS

Elaine Roberti - Computerworld
Carol Benioff - InfoWorld

FIVE YEARS

Richard Willoughby - PC World
Cameron Crotty - Macworld

FOUR YEARS

Andreas Uiterwijk - FCW Group
Susan Silvius - PC World
Aleksandra Skulte - Computerworld
Linda Burton - CIO
Jan Cameron - IDG Research Svcs.
Paola Bloise - IDG Italy
Nihat Asik - IDG/UFT Turkey

THREE YEARS

Lynda Fitzpatrick - IDC
Randy Perry - IDC
Theo Guest - IDG
Eric Lam - IDG Hong Kong
Nancy Phua - IDG Singapore
Debra Mahler - Network World

TWO YEARS

Erik Dafforn - IDG Books
Irma Clemente - IDG Mexico
Metin Sozüer - IDG/UFT Turkey
Sahin Ataseven - IDG/UFT Turkey
Ross Trewartha - IDC Australia

ONE YEAR

Torben Mersebach - IDC Germany
Loren Loverde - IDC
Doug Chandler - IDC
Christina Folger - Infovision Int'l
Peter Coen - Computerworld
Tambi Faigao - IDG iWorld
Meera Srinivas - IDG iWorld
Allison Behr - IDG Books
Susan Davis - IDG Books
Cornelia King - IDG Books
Patti Levenduski - IDG Books
Kathy Welton - IDG Books
Norma Charles - IDG
Lisa Weisberg - Macworld
Rick Groves - Network World
Elinor Mills - Int'l Publishing Svcs.
Michael Csenger - Network World
Renate Regnet-Seebode - IDG Germany
Francine Gay - Computerworld

CELEBRATING 10

Chris R. Glenn

IDG CHAIRMAN PAT McGOVERN (LEFT) RECENTLY ESCORTED *CW's* ***Chris Glenn*** *to dinner at Boston's Ritz-Carlton.*

HOME: Natick, Mass.

JOINED IDG: December 1984 as a production coordinator at *Computerworld.*

CURRENT TITLE: *CW* Senior Account Executive, Recruitment Advertising Sales. My territory includes 13 western states.

CAREER HIGHLIGHT: Being recognized as having the "Territory of the Year" in 1993.

LATEST ACCOMPLISHMENT: Exceeding quota for the 11th quarter in a row.

JOINED IDG BECAUSE: After college I wanted to work in the publishing industry. I had no idea a publishing company could be so diverse.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: A simple "thank you" will do.

MOST CHALLENGING PART OF YOUR JOB: Educating clients on how to best utilize *Computerworld*'s audience to successfully accomplish their recruitment advertising goals.

WHAT'S KEPT YOU AT IDG? The people I work with and the publication I work for. My colleagues in the Professional Development Division are among the most talented in publishing. I am fortunate to work for the most highly respected newspaper in the industry, and for that I am thankful to our editorial staff.

DREAM DESTINATION: Maui. I've been there twice, and there isn't a day that passes that I don't dream about going back.

WORDS TO LIVE BY: "The only guide to a man is his conscience. The only shield to his memory is the rectitude and sincerity of his actions." (Winston Churchill)

MANAGER'S PROFILE: "Chris brings a strong sense of values to his work. Solid family ties and a deep sense of mission and respect make Chris an extraordinary resource to his clients. On countless occasions, he has used ingenuity and sheer perserverance to unearth research beneficial to his clients. This consultative selling approach has been repaid in advertising sales volume from an extremely competitive market. Chris is an avid amateur photographer, a loyal Cleveland Browns fan and the self-described handsomest of the four Glenn brothers."

— ***John Corrigan****, CW vice president,*
Professional Development Division

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 29 July 17, 1995

CD SOLUTIONS' BEST-SELLING INTERNET FOR EVERYBODY IS AVAILABLE TO IDG EMPLOYEES
PAGE 2

IDC U.K. SHEDS LIGHT ON HOME IT MARKET IN LOCAL SUBSET OF GLOBAL IT SURVEY
PAGE 4

OFF SITE: IDC'S JOE LOISELLE INCORPORATES SELF-ESTEEM IN MARTIAL ARTS TRAINING
PAGE 6

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Spain's *DealerWorld* Closes Circle

Newest launch targets distributor channel and complements company's existing titles

In planning the launch of its distributor title to coincide with the launch of IDG Spain's *DealerWorld*, rival PVD underestimated the editorial stronghouse it was up against.

Dealer WORLD

El servicio al cliente a través de las *bot-lines*

CÓMO CONVERTIRSE EN DISTRIBUIDOR DE KITS DE ACCESO A INTERNET

La oferta informática en las grandes superficies

Gestión de activos de equipos informáticos

IDG

"El usuario español necesita canales de distribución conocidos"

The 30% advertising ratio of the competition's launch edition drew negative responses from readers and illuminated the 168-page *DealerWorld* launch edition as a better value with greater editorial integrity.

IDG Spain's newest publication complements the company's existing titles — *PC World*, *Computerworld*, *MacWorld*, *Comunicaciones World* — and closes the gap in readership by targeting the distribution channel, which includes resellers, VARs and distributors. While the idea for this niche magazine first materialized in the late '80s, IDG Spain felt the market only recently matured enough to support this type of publication.

•CONTINUED PAGE 4•

IDG Books Does Brisk Business at ABA Convention

SAUNDRA FITZGERALD

THE AMERICAN BOOKSELLERS ASSOCIATION CONFERENCE IN CHICAGO LAST *month featured a number of celebrities previewing their new titles. U.S. First Lady Hillary Clinton (left) greeted friend and fellow author Dr. Ruth Westheimer, who was promoting the August release of Sex For Dummies™. IDG Books Research Manager* ***Ed Gray*** *looks on.*

Having positioned itself as a key player among tenured publishers, IDG Books used last month's American Booksellers Association (ABA) convention in Chicago as a platform to announce its upcoming titles and to do brisk business.

The annual event — the largest U.S. book convention — is characterized by fast-paced selling of foreign rights and large buy-ins by booksellers, book clubs, wholesale clubs and international distributors. Among the 38,000 booksellers, publishers, publicists and literary scouts, IDG Books met with their top customers and showcased new fall titles.

IDG Books' presence at the show included a booth where the popular ...*For Dummies* series and titles published with partners Novell, IBM, Compaq, Infotainment World, MaranGraphics and Mecklermedia's Internet World were promoted and sold.

Dr. Ruth Westheimer was on hand to publicize *Sex For Dummies*™, which will be released in August. She

•CONTINUED PAGE 6•

IN BRIEF

CD Solutions Scores Big with *The Internet for Everybody*

Sales of *The Internet for Everybody*, the premier CD-ROM title in the CD Solutions Library, has topped 110,000 units since its introduction five months ago.

"The Internet is here to stay, as evidenced by the scores of millions of people who use it," said CD Solutions, Inc., President **Paul Earl**. "The problem is newcomers don't know how to get started. *The Internet for Everybody* helps solve that problem."

Named a "best seller" by CD-ROM Warehouse and one of the "top moving titles" by Tiger Direct, another catalogue company, the disc's popularity reflects the need for clear, accessible instruction on using the Internet.

The disc enables users to explore the Internet without actually logging on by providing more than two hours of "how-to" video instruction, help screens, tables, a glossary and interactive menus for exploring the material.

The Internet for Everybody retails for $49.95 and is available at software stores, through most major computer catalogues and directly from CD Solutions. IDG business units can purchase the disc at a significant discount and use it as a circulation premium, as a premium for seminar attendees or as a gift for top clients.

IDG discounts are as follows: 1-25 units ($17.50 each); 26-50 units ($15.00); 51-499 units ($12.50); 500+ units ($10.00).

For more information, contact ***Colleen Hurley*** *at CD Solutions at tel: 508-820-8634 or by E-mail at cvhurley@aol.com.*

Australian PC World Enters the Electronic Arena

IDG Australia has entered into a partnership with Webster Publishing to launch *Australian PC World* CD-ROMs. The companies plan to launch four CD-ROMs over the next year with IDG Australia providing the content for the discs and Webster's overseeing production and programming.

The CD-ROMs will complement the print version of *Australian PC World* and will feature a number of multimedia elements including software reviews with animated screens, product demos and video clips.

The first CD-ROM will be released in late September and will include the past 12 months of *PC World*'s Help Screen — which provides answers to technical problems, hints, tips and tutorials — with an easy-to-use search mechanism.

Reviews of every notebook and PC reviewed in the *PC World* Top 10 over the past 12 months can be found on the CD-ROM with product features, performance figures, and technical and pricing information. Archives of *Australian PC World*'s Multimedia World section highlighting CD-ROM reviews will also be available.

Monique Haylen will serve as editor for the *PC World* CD-ROMs and the *Australian PC World* editorial team will contribute content. Subscriptions to the magazine and CD-ROMs will be available and the CDs can be purchased separately.

For more information, contact ***Don Kennedy*** *at IDG Australia at tel: 6124395133.*

Macworld Targets "Active Buying" Multimedia Professionals

Macworld
THE MACINTOSH® AUTHORITY

OVER 200 READERS ATTENDED MACWORLD'S SECOND ACTIVE *Buyers Day, which featured demos of the latest multimedia software and hardware. Sony, Adobe and NEC were among the vendors exhibiting at the event.*

Macworld's second Active Buyers Day, held last month at San Francisco's Yerba Buena Garden Center, drew a crowd of 200 readers and close to 20 exhibitors to preview and demo the hottest new trends in multimedia.

The half-day event, which provided an opportunity for readers and vendors to interact, targeted *Macworld*'s "active buying" multimedia professionals. Exhibitors including Adobe, NEC, Sony and Specular qualified to exhibit by running ads in a minimum of two consecutive issues of *Macworld.*

The day's highlights centered around the multimedia product demonstrations where several new hardware and software products were introduced. A cocktail reception followed the demos and featured a sweepstakes drawing for over $7,500 worth of new multimedia prizes. Canvas bags sporting the *Macworld* logo were distributed to all attendees.

An Active Buyers Day focusing on mobile computing will be held in Chicago Oct. 10. *Thanks to* ***Jamila Johnson*** *for contributing this story.*

ON LINE

JIM MARTIN

InfoWorld's president/CEO is this week's guest columnist. Part 1 of his column appeared last week.

Q I've heard that InfoWorld has a customized Notes application called INFOComm. What's that all about?

A As many people know, I'm a huge proponent of open communications inside the company. I want to see every InfoWorlder as knowledgeable and enthusiastic about our mission and our goals as possible, and to be aware of "how we're doing" at all times. Once a month all-company meetings are helpful, but you just can't cram enough information into those meetings to make them as useful as they need to be, and when you have a company as large as InfoWorld with over 210 people spread geographically around seven different offices (soon to be eight), it is impossible for everyone to get the word at the same time in the same fashion.

InfoWorld's Information Communications infrastructure (INFOComm) is a Notes-based initiative which has really evolved rather quickly due to the keen interest in this service shown by our IS Director **Jeff DeBalko** and his team, and the rapid adoption of the service by all InfoWorlders. INFOComm is essentially made up of over two dozen different databases accessible via Notes. Jeff's group has worked with various employee groups to create department specific databases (like the Advertising Sales Call Report database) and Human Resource databases (such as an online version of IDG's Travel Policies and IDG's Employee Handbook). We have departmental discussion databases (Editorial, Marketing, and Research, e.g.) and several open discussion databases (including a lot of great banter about the Internet, Star Trek and travel, among others, because people need to have some fun, too).

One INFOComm area I've really championed is the Management Communications Forum. In this database, there are folders containing information about our monthly financial performance, market-share charts, meeting minutes from the senior managementt team monthly meetings and meeting minutes from the bi-weekly managers meetings. Also included is the text of the monthly commentary that we send to IDG's Executive Committee. By accessing the information in these folders, every InfoWorlder can be instantly updated on how we're doing, learn what key issues are confronting the company, discover where we may see opportunities for growth, and read about what trends we see emerging. This information is, of course, highly confidential, and we've taken steps to ensure that it can't be made available outside the company. But, the hallmark of successful companies is that they freely share information throughout the enterprise so everyone can feel involved, knowledgeable and respected. I think INFOComm in particular helps us achieve those goals.

How do you see *InfoWorld*'s readership changing over the next five years?

My crystal ball is still somewhat cloudy after only nine months at InfoWorld. But, the one trend I do see emerging is that our past emphasis on a readership driven by our focus on "personal computers" is making way for a readership that is demanding that we continue to expand our weekly coverage of client-server architecture, internetworking and application development tools.

When you consider the enormous responsibilities our readers have across the broad spectrum of users they service in the enterprise, this shift toward a more comprehensive coverage of products and services is essential and appropriate. We've actually been moving in that direction for much of the last two years, so this is not new to the readers or to the vendors. Our Corporate Advisory Board of readers has helped us shape this focus and direction.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDC U.K. Surveys Home Market

The April release of IDC U.K.'s Home IT Research Study: *Software, Computers and Communications*, was extremely well-received by vendors targeting the U.K.'s burgeoning home market audience.

The study, directed by U.K. Research Manager **Kathy Burrows**, examined household attitudes about computing, use of computer equipment, access to online services and use of consumer electronics. The study was a subset of IDC's Global IT Survey that questioned households in France, Germany, Japan, Benelux, Austria, Sweden and the U.S.

The survey of 1,000 households in the U.K. involved three sectors: those who own a PC, those planning to purchase a PC and those with no plans to purchase a PC. The interviews were divided between five distinct economic levels to show how income effects computer usage.

For more information contact Kathy Burrows at tel: 44-181-995-8082.

U.K. FACTS & FIGURES

- **25% of households in the U.K. have a PC in use.**

- **Main uses for computers in the home: work, personal correspondence, entertainment. Online services are rarely accessed.**

- **More than 50% of households with an annual income of more than £30,000 have a PC, compared to only 1 in 9 of those earning less than £15,000.**

- **1 in 8 households have a PC with a CD-ROM drive.**

- **The majority of computers in the U.K. are IBM or compatible; Apple's overall share of the home market is a little over 6%.**

- **Major issues involved in purchasing a PC are cost and ease of use.**

IDG SPAIN CULTIVATES LOCAL TALENT

IDG WORLD UPDATE

DEALERWORLD PUBLISHER JUAN RAMÓN MELARA MIGUEL *began his career with IDG Spain almost five years ago while a journalism major at Madrid's Complutense University.*

When IDG Spain was established 14 years ago, the market suffered from a shortage of IT journalists. To overcome this hurdle, IDG Spain devised a creative strategy involving undergraduates from some of Spain's most prestigious journalism programs.

Entering into agreements with a number of Spanish learning institutions, IDG Spain has cultivated its own talented pool of journalists who are experts on the information technology beat. The company pays a stipend to the university to have journalism students in their third or last year work as part-time employees and, in turn, the university is responsible for giving the students a modest salary. Not only does this produce specialized writers, but it fosters a sense of loyalty toward IDG.

The program has been so successful over the years that it continues to be implemented even with the continued growth of the Spanish IT market. A noted example of the concept in action is the case of Juan Ramón Melara Miguel, publisher of the company's newest launch, *DealerWorld*.

While in his third year at Complutense University in Madrid, Juan Ramón learned of the opportunity to work and train at IDG. Every weekday morning Juan worked at IDG while attending classes in the afternoons. He became a full-time employee after graduation and until June of this year served as editor of *PC World España*. He has been with the company almost five years.

DEALERWORLD

continued from page 1

Only a few weeks after the initial 12,000 distribution, close to 100 reader feedback cards were returned singing praises for the new magazine.

Publisher **Juan Ramón Melara Miguel** believes that *DealerWorld* will succeed where competitors have fallen short because the publication is backed by the resources, reputation and market knowledge of IDG.

IDG Job Opportunities Update
Monday July 17, 1995

SENIOR TAX ACCOUNTANT (IDG)
Candidate will be responsible for assisting in the preparation of the consolidated federal income tax return and other state income tax returns. He/she will be involved with federal, state income and state sales tax audits. Duties will include assisting in the preparation of the year-end tax provision for the Company's financial statement audit and ongoing tax planning and research projects. 3-5 years corporate income tax experience required. BA in accounting desired.

CORPORATE E-MAIL ADMINISTRATOR (IDG)
Ideal candidate will be responsible for implementing and supporting the various email systems and gateways used by IDG. Email systems include cc:Mail, Lotus notes mail and GE Business Talk. Individual will perform regular maintenance on email databases and schedule and maintain replications of Notes mail. Experience in cc:Mail, Notes mail, MS-DOS script files, IBM OS/2 Warp, router technology, Internet access and TCP/IP required.

NETWORK TECHNOLOGY SPECIALIST (IDG)
The individual in this position will support various network operating systems such as Novell Netware, Windows NT and Unix. Comprehensive knowledge of LAN and WAN data communications equipment such as routers, bridges, T-1 Multiplexors and modems necessary. Candidate will install and maintain remote access services and network based faxing hardware and software. Knowledge of TCP/IP, IPX/SPX, Ether Talk, DECnet, LAT and NETBIOS essential.

PART-TIME ACCOUNTING CLERK (IDG)
The individual in this position will be responsible for vouchering and filing for the accounting department. A minimum of 1-2 years business experience is required. Strong organizational skills are necessary. Prior accounting experience helpful.

PART-TIME SWITCHBOARD OPERATOR (IDG)
The IDG Telecom department is looking for a switchboard operator to work 25 hours per week, 10 AM - 3 PM Monday through Friday. Ideal candidate must be able to handle fast-paced multi-line Rolm switchboard. Excellent communication skills and a friendly customer service attitude a must.

SALES ASSOCIATE (CIO)
This position will support two CIO Advertising Sales Managers in the San Francisco sales office. Duties will include filing, copying, phone coverage, mailings, maintenance of databases and general office tasks. Must be a team player, detail oriented and possess excellent organizational skills. Accurate typing of 50 wpm and Mac experience required.

MAILROOM CLERK (IDC)
Selected candidate will be responsible for all aspects of mailroom activity. Duties include: pick-up, sort and distribute US mail and internal correspondence, distribute and mail research information and prepare overnight documents. Responsibilities will also include fulfillment of warehouse requests and general moving and lifting of equipment and furniture. Must have a valid drivers license and be able to lift 50 lbs.

SENIOR RESEARCH ANALYST, LAN - ROUTERS (IDC)
IDC is seeking an experienced individual to conduct research on the Local Area Networks market, specifically focusing on routers. Candidate will be responsible for analyzing technology and business trends on products and vendors in the LAN market. Strong research, writing, interpersonal and analytical skills necessary. Knowledge of LAN technology plus 2-4 years experience required.

SENIOR ANALYST, LAN - HUBS (IDC)
The selected candidate will conduct research on the Local Area Networks market, specifically focusing on hubs and switches. Individual will be responsible for analyzing technology and business trends on products and vendors in the LAN market. Strong research, writing, interpersonal and analytical skills required. Knowledge of LAN technology and 2-4 years experience essential.

DISTRICT SALES MANAGER (CWI)
Computerworld is looking for a senior level district sales manager to represent the Southeast Region. Candidate should have a minimum of 5 years relevant sales experience with knowledge of our customer's business. Excellent communication skills required. PC skills a must.

ADMINISTRATIVE ASSISTANT (LINK)
LINK Resources is looking for an administrative assistant to provide support to the research group. Candidate will be responsible for assuring delivery of LINK research, tracking deliverables, updating the database and providing customer service support and receptionist back-up. MAC, Word and FileMaker Pro experience necessary. Excel experience a plus.

IDG Job Opportunities Update
Monday July 17, 1995

IT RESEARCH ANALYST INTERNSHIP - 2 POSITIONS (IVI)
Selected candidates will conduct primary and secondary IT research in the Infovision International library and through discussion with IVI analysts and industry contacts. He/she will work on various projects including data gathering and analysis of leading edge technology applications. Research and/or telephone interviewing experience a plus. Preferred candidates should be pursing an MS in Information Management or an MBA. This position will be full-time in the summer and part-time during the school year.

INFOMARKET ACCOUNT MANAGER (IW)
The individual in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. 1-3 years selling experience plus knowledge of the PC industry required.

NEW ACCOUNT SPECIALIST (IDG/B)
Successful candidate will work with the Credit Manager to develop new account policies, procedures, forms and controls. Responsibilities will include setting up and maintaining credit files, processing new account applications, securing credit reports, references and tax documents and monitoring accounts. Degree in Accounting or equivalent experience required. Familiarity with credit reporting and evaluation of customer financial stability required.

ACQUISITIONS ASSISTANT (IDG/B)
This position will provide general administrative support to the Acquisitions Editor. Duties will include maintaining beta software status chart, requesting royalty payments for authors, tracking author payments, maintaining databases and answering phones. Candidate will also be responsible for distributing informational material and coordinating software license agreements. College degree and some acquisitions experience preferred.

DATABASE COORDINATOR (IDG/B)
Successful candidate will be responsible for resolving systems problems related to day to day operations plus training and systems support to the order entry staff. Responsibilities will include maintaining Book Master, setting up new titles, revising title masters to maintain all changes, and monitoring publishing status codes daily. Individual must be Mac literate with a working knowledge of MS Word, Excel and databases. 2 years experience in related field necessary.

ADVERTISING SALES MANAGER, SUNWORLD ON-LINE (IMI)
Integrated Media, Inc. is offering an opportunity for an independent, creative individual to help define the future of advertising in the Internet marketplace with new on-line-only UNIX computer magazine. Candidate will be involved with the entire process, from strategic planning through advertising sales. Experience in media sales required. Leadership skills essential.

BUSINESS DEVELOPMENT ANALYST , ONLINE SERVICES GROUP (PCW)
The ideal candidate will be responsible for negotiating and administering licensing agreements and developing business and circulation models. Responsibilities will also include proposing structure and systems to support development of subscription and online charge revenues. He/she will evaluate new business opportunities, provide analytical and implementation support for OSG Sales and Marketing, and assist in managing contractural relations with third-part service providers. Previous magazine circulation experience preferred. A background in developing marketing and promotional materials a plus.

RESEARCH ANALYST (PCW)
The individual in this position will gather and/or tabulate data from syndicated and primary studies as well as assist with analysis and presentation development in support of PC World and Multimedia World marketing efforts. A four-year degree or equivalent with relevant coursework plus 2-3 years experience in advertising or media preferred. Proficiency with a variety of Windows-based PC software essential.

SALES ASSOCIATE / E2 (IFTW)
Successful candidate will be responsible for customer service, database management, mailings and general administrative functions in servicing advertisers. Macintosh proficiency (Microsoft and Excel) required. Excellent communication skills necessary. Time management skills essential.

REGIONAL MANAGER / GAMEPRO (IFTW)
The individual in this position will create effective sales strategies, establish aggressive sales targets to ensure growth of the magazines, and meet advertising revenue goals for the Western Region. A minimum of 5 years advertising experience, preferably in the consumer publishing industry required. Demonstrated closing and creative problem solving abilities are essential. Excellent interpersonal and communication skills a must.

IDG Job Opportunities Update

July 17, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IMS	Sales & Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Network Technology Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	Corporate Email Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Accounting Clerk	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Sales Associate	San Francisco, CA	J. Parsons	(415)693-1987
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	WEB Master	Framingham, MA	S. Brown	(508)935-4099
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Sales Associate	Framingham, MA	D. Volpe	(508)935-4192
NW	Sales Assistant	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Advertising Coordinator	Framingham, MA	D. Volpe	(508)935-4192
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Research Analyst, LAN - Routers	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Analyst, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Human Resource Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, E-Messaging & Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	International Internship / Brazil	Mt. View, CA	E. Martin	(508)935-4649
IDC	International Internship / Latin America	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
CWI	District Sales Manager, Southeast Region	TBD	B. Hockswender	(404)931-8104
CWI	Western Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	C. Chupka	(508)820-8162
CWI	Senior Copy Editor	Framingham, MA	J. Ferranti	(508)820-8574
CWI	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	C. Chupka	(508)820-8162
CW/RT	P/T Telemarketing Representative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IVI	IT Reseach Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
IWORLD	Executive Assistant	San Mateo, CA	E. Dorsey	(415)286-6733
IWORLD	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
IWORLD	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
IW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Reporter	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)312-3464
IW	Copy Editor (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Exec / Inside Partner (3)	CA/MA/NJ	D. Vieraitis	(415)312-0566

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
IW	Sales Representative / Display	Seattle, WA	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	General Manager, Industry Publ. Group	San Mateo, CA	D. Vieraitis	(415)312-0566
IDG/B	New Account Specialist	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Database Coordinator	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	VP Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Page Layout Technician	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Supervisor of Page Layout & Graphics	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
AMI	Features Editor, Digital Video Magazine	San Francisco, CA	L. Wallace	(415)522-2400
AMI	Business Manager	San Francisco, CA	F. Lee	(415)267-1722
IMI	Advertising Sales Mgr./ SunWorld On-Line	San Francisco, CA	F. Lee	(415)267-1722
IMI	Sales Assistant	San Francisco, CA	F. Lee	(415)267-1722
LINK	Group Operations Manager	New York City, NY	D. Miller	(508)935-4133
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Account Manager, Multimedia World	San Francisco, CA	C. Jarmul	(415)250-8014
PCW	Marketplace Account Representative	San Francisco, CA	C. Jarmul	(714)250-8014
PCW	Account Executive	San Francisco, CA	P. Deemer	(415)974-7373
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst (2)	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Administrative Assistant	Irvine, CA	M. Chow	(415)978-3272
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Sales Associate / E2	Los Angeles	J. Knapp	(310)318-2933
IFTW	Regional Manager / GamePro	San Mateo, CA	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Director New Media Group	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

TRAVEL UPDATE

Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be contacted at tel: 508-935-4093 or BusinessTalk: L.Pomella. American Express Travel representatives can be contacted at tel: 508-935-4432 (East Coast) or 415-267-1740 (West Coast).*

ADDITIONAL DISCOUNTS FOR IDG EMPLOYEES TRAVELING ON DELTA

The Corporate Travel Department has renegotiated its contract with Delta Airlines. IDG employees were previously entitled to a 5% discount on all flights within the continental U.S. With the new negotiated contract, IDG corporate travelers are eligible for a 7%-9% discount, depending on class of service. This agreement supplements IDG's contract with the Delta Shuttle which offers $60 off flights between Boston and New York's LaGuardia.

The Travel Department is involved in negotiations with the Delta Business Express, the largest commuter carrier service in the N.E. U.S. All members of the American Express Membership Miles Program get credit for flights on Delta.

IDG'S U.K. OFFICES JOIN AMERICAN EXPRESS TRAVEL SERVICES

IDG's Corporate Travel Department has begun implementation of its plan to consolidate IDG's global travel needs with American Express Travel Services. IDG's London offices are the first non-U.S. offices to sign on.

Using IDC U.K.'s FY95 travel budget, American Express demonstrated to IDG representatives how Amex services and IDG negotiated contracts can deliver maximum cost savings to the business units. Each business unit is now devising an individual cost incentive program. Special thanks to **Gerardine McKeon**, **Keith Henry**, **Lisa Copland**, **David Hood**, **Shirley Horrocks**, **Robert White**, **Keith Arnot** and **Pradip Somaia** for their participation in negotiations.

Any interested international IDG offices are encouraged to contact Lyndsey Pomella directly about consolidating travel services.

All IDG employees are entitled to negotiated hotel discounts (see chart at right) when traveling on IDG business in London.

U.K. Hotels Included in IDG Negotiated Hotel Program

The Gloucester Hotel, Kensington
95£/single
110£/double
115£/club* single
130£/club* double

*Club rooms include complimentary cocktails and evening beverages in the Club Lounge.

■ ■ ■ ■ ■ ■ ■

Grosvenor House, Hyde Park
164.50£/single
176.25£/double

Rates include VAT and breakfast.

■ ■ ■ ■ ■ ■ ■

The Anthenaeum Hotel, Piccadilly
140£/single or double
150£/single or double executive
175£/single or double parkview

All rates include an upgrade to next room category based on availability.

■ ■ ■ ■ ■ ■ ■

London Hilton on Park Lane, Hyde Park
150£/single or double
195£/single or double executive*

*Executive rooms include continental breakfast, afternoon tea, cocktails in the Club Room, complimentary beverages throughout the day and complimentary local telephone calls.

■ ■ ■ ■ ■ ■ ■

47 Park Street, Mayfair
195£/studio
200£/standard one bedroom
245£/superior one bedroom

47 Park Street, a deluxe, five-star property, is Corporate Travel's recommended hotel. All rates include an upgrade to the next available room category.

HOTELS ENFORCE STRICT CANCELLATION POLICIES

In the past hotels have been flexible about waving cancellation penalties based on the volume of business an organization conducts with a hotel. According to a recent article in *Meetings Today*, hotels have become stricter about enforcing cancellation fees.

Be sure to check your itinerary for the cancellation policy of each hotel. In general, most hotels in the U.S. require cancellation notification by 6 p.m. on the day of arrival, although resort hotels and convention/show properties require additional notice.

NEW YORK'S MICHELANGELO HOTEL HAS IDG NEGOTIATED RATE

The Michelangelo Hotel is the only four-star, four-diamond hotel in New York's business and theater district and has close to 200 of the largest rooms in the city, including 52 suites.

IDG's corporate rate is $200 per night/single or double occupancy and includes complimentary European breakfast and daily paper, 24-hour use of hotel health club and complimentary limousine service during the week.

For business travelers, rooms are equiped with voice mail, speaker phone and hook up for fax machines and personal computers.

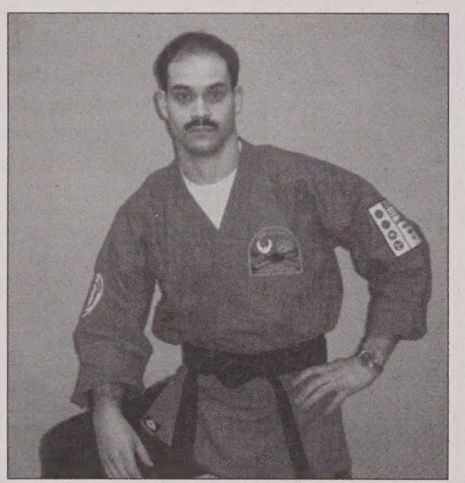
PLEASE NOTE: This agreement replaces prior agreements with the Marriot Marquis and the Sheraton Park Avenue.

OFF SITE

IDC's Martial Arts Expert Teaches Self-Esteem as well as Self-Defense

Weekday mornings and afternoons **Joe Loiselle** is a research analyst for IDC's Systems Group. But, in the evenings, he is a black belt self-defense teacher who was recently named "Instructor of the Year" by the World Martial Arts Hall of Fame.

Joe is just one of a few dozen people worldwide to earn this honor. There are different instructor awards depending on a person's rank. The Hall of Fame's Executive Board considers a variety of criteria including accomplishments, research, study in a legitimate martial art, and community service, such as seminars and demonstrations apart from regular class instruction. One of Joe's recent community service projects was a self-defense class he organized for female IDC employees in May.



JOE LOISELLE'S TALENT AND COMMUNITY *involvement have earned him a place in the World Martial Arts Hall of Fame.*

Joe got his first exposure to martial arts in 1986 as part of the Marine Corps' basic training. His formal study began the next year with his current instructor, and he began teaching in 1990. Eventually he trained law enforcement personnel and was also a close combat instructor for the Marines and various special forces units.

Once a nationally ranked competitor, Joe now focuses exclusively on studying and teaching practical self-defense. He's quick to add that in his program "our goal isn't to win a trophy; it's to keep students alive, be it against single or multiple attackers." He teaches classes two to five nights a week at two "dojos" — schools or workout places — in the Fitchburg, Mass., area. His students range in age from five to 70 and are at all levels of physical ability. Joe has taught many students with disabilities, including some who use wheelchairs.

Joe's specialty is kenpo, but his classes are a blend of different disciplines as he works with his instructor toward creating a complete practical self-defense system. He's somehow managed to find the time to study four other martial arts — jiu-jitsu, aikido, aikijitsu and judo in addition to combat firearms training. Given that there are only so many ways to punch and throw, the core differences between the disciplines are often in their philosophies. For example, "jitsu" arts typically deal with incapacitating the opponent whereas "do" styles tend to focus on studying the "way" and remove much of the physcial harm.

In addition to its obvious relation to self-defense, martial arts also contributes to building self-esteem and self-control. According to Joe, kids know they need discipline, "and they recognize that more than their parents do, sometimes," he said. Teaching values and personal responsibility is important, which distinguishes Joe's program from many others. "When kids feel good, they're receptive to new ideas," Joe said. "What I teach is really 98% attitude, 2% perspiration."

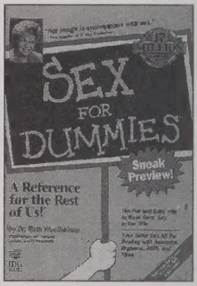
Someday, Joe would like to have his own school when he feels ready to make a full-time commitment. In the meantime, his love of teaching sustains him as he juggles a career and a serious avocation. He enjoys seeing how students learn who they are and, consequently, what they can accomplish. "If people can improve their lives [through martial arts], and I can be a part of it, that's the biggest high there is," he said.

IDG BOOKS

continued from page 1

autographed hundreds of *Sex For Dummies* sneak preview booklets and thousands of the samplers were distributed to attendees. The press flocked to interview the famous sexologist, and IDG Books made a video of Dr. Ruth talking about the book for distribution to over 80 media outlets. The video also featured "people on the street" interviews about the release and included an interview with IDG Chairman **Pat McGovern**. To date the preview of this coming release has reached over 23 million people via print, radio and television.

IDG Books also hosted its Fourth Annual Executive Briefing. The Executive Briefings were established as a forum to help booksellers understand key trends in the technology industry. This year's event drew several hundred attendees and featured a number of IDG speakers.



President of PC World New Media **Jonathan Epstein** discussed the opportunities that multimedia will provide booksellers, and **David Ushijima**, VP and publisher of IDG Books Online, announced the formation of the division, a new imprint that will integrate the printed medium with the emerging world of online media. IDG Books Online will forge a new model of book publishing that blends both traditional media and online technologies to deliver high-quality, comprehensive and timely information that meets the needs of the rapidly growing base of online services users.

IDG Books rounded out the event with some fun, honoring Dr. Ruth at a 63rd birthday party at Ed Debevic's restaurant. Hundreds of booksellers attended to wish her well and to celebrate IDG Books' fifth anniversary. Comedian Steven Kravitz led guests in a number of contests — trivia, hula hoop and the twist — and a few lucky winners went home with Cannondale mountain bikes. *Thanks to **Kathy Day** for contributing this story.*

NOTEWORTHY

NEW EMPLOYEES

IDG WORLD UPDATE

GORMAN

Alex Gorman has joined IDG Media U.K. as marketing manager for the PC Division, responsible for *PC Home* and the division's new product development. Previously international marketing manager for IPC Magazines Ltd. and Orbis Publishing Ltd., Alex completed his undergraduate studies at the University of Glasgow, Scotland. He received a postgraduate diploma in international management studies from the University of Teesside Business School, England. Outside the office Alex enjoys sailing.

Macworld welcomes **Leslie-Anne Black** as a sales department coordinator. Prior to joining *Macworld*, Leslie-Anne worked as a commercial sales coordinator and project manager for Court Furniture Rental. She studied physics at the University of Massachusetts/Boston and counts books, movies and photography among her favorite outside interests.

Carrie Hurley has signed on as a marketing associate for CD Solutions. Carrie worked previously as an intern for the group's product fulfillment. She has a BS in criminal justice from Anna Maria College and spends her free time playing basketball and enjoying the outdoors.

Jennifer London is *InfoWorld*'s New England account manager. Jennifer was most recently a publisher's assistant at *Digital News and Review*. She has a BA in economics from the University of Rhode Island and loves to ski and play with her cat Maggie.

TRANSFERS

Previously reviews editor for *InfoWorld*'s Reviews and Testing section, **Carla Thornton** has joined *PC World* as senior reviews editor. Carla has a BA in journalism from the University of Texas/Austin and enjoys gardening.

CIO's *WebMaster* Sets Sail

LYNDA ROSENTHAL

ARMED WITH WATER WINGS AND GLASSES OF CHAMPAGNE, CIO'S STAFF LAST MONTH *christened the launch of their new publication devoted to conducting business on the World Wide Web. CIO President* ***Joe Levy*** *(far right) and WebMaster Publisher and Editor-in-Chief* ***Lew McCreary*** *(second from right) lead the group in a toast for the good ship WebMaster's smooth sailing on publishing's high seas.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS
Iris Killinger - IDG Germany

FOURTEEN YEARS
Jeffrey Pennett - Network World

TWELVE YEARS
Andy Bose - Link Resources

EIGHT YEARS
Lyn Taylor - Macworld
Karin Reitberger - IDG Germany

SEVEN YEARS
Alan Nelson - Computerworld
Judy Callahan - IDG
Martha Katt - Macworld

FIVE YEARS
Fred Paul - Infotainment World
Hanim Akyüz - IDG Turkey
Wally Palmer - InfoWorld
Carin Ståhl - IDG Sweden

FOUR YEARS
Valerie Hennigan - Infotainment World
Linda Sener - Infovision International
Ai Fujinari-Swanner - IDG Japan

THREE YEARS
Jim Sheperd - Infotainment World
Willem Knibbe - Infotainment World
Janine Goble - PC World
Richard Noden - IDC U.K.
Mel Edmonds - IDG
Naoko Kanda - IDG Japan
Mohd Yassin - IDG Singapore

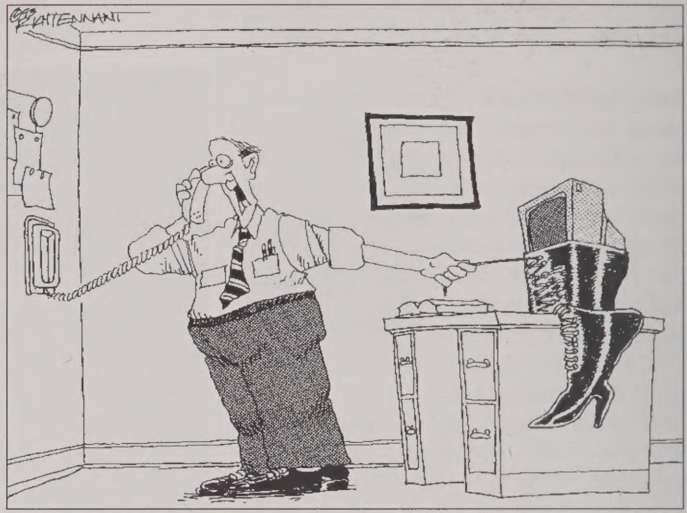
TWO YEARS
Susan Crown - Infotainment World
Steve McGill - Infotainment World
Joy Ma - Infotainment World
Vicki Wolcott - IDC
Arielle Emmett - Infovision Int'l
Dru Ann Montgomery - IDG World Expo
Lauren Hoffman - InfoWorld
Quan Zhou - PTV
Pam Fleming - IDG Marketing Svcs.
Lorraine Fry - Macworld

ONE YEAR
Debra Andersen - IDG World Expo
John Hemsath - InfoWorld
Greg Johnson - InfoWorld
Lisa Baker - IDG iWorld
Susan Hughes - IDG Books
Alice Leightheiser - CIO
Ulrike von Trotha - IDG Germany

OFF LINE

WIN A COPY OF RICH TENNANT'S NEW BOOK!

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, August 15.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update*-embossed prize to be announced at a later date.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 30 July 24, 1995

FOURTH ANNUAL WINDOWS WORLD/TOKYO BREAKS RECORDS WITH 150,000 ATTENDEES
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ATTENDEES AT ANNUAL IS FUNCTION MEETING FOCUS ON NOTES DEPLOYMENT
PAGE 4

IDC'S EUROPEAN ACCOUNT MANAGERS STRATEGIZE ON PROVIDING GLOBAL SERVICE
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Sales Managers Hold Annual Functional Meeting

MARTHA STEPHENS

ATTENDEES AT THIS YEAR'S SALES MANAGEMENT CONFERENCE IN DALLAS INCLUDE *(seated, left-right):* ***Mike Rogers****, Marketing Services;* ***Sherry Driscoll-Coleman****, Computerworld;* ***Bernie Hockswender****, Computerworld;* ***Tony Calamaro****, Federal Computer Week. (Standing, left-right):* ***Phil Branon****, InfoWorld;* ***Jeff Edman****, PC World;* ***Joel Deceuster****, InfoWorld;* ***Mark Taussig****, PC World;* ***Dan Gentile****, Network World;* ***Carol Lasker****, Network World;* ***Tom Soevyn****, Network World;* ***Jim Kelly****, IDG Books;* ***Joe Kerwin****, InfoWorld;* ***Bob Carrigan****, PC World. Not pictured:* ***Dave Peterson****, CW;* ***Rick Espinoza****, CW;* ***Steve Vito****, FCW;* ***Steve Moylan****, IW;* ***Steve Drace****, Marketing Services; and* ***Martha Stephens****, IDG.*

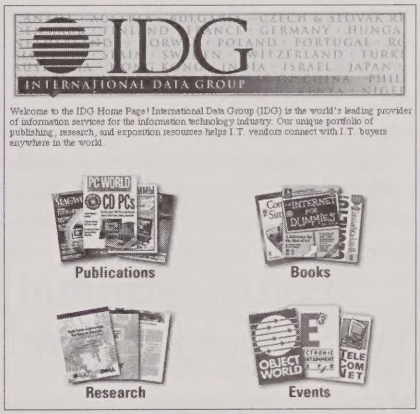
More than two dozen sales managers representing 10 of IDG's U.S. publications gathered in Dallas earlier this spring to explore strategies for boosting sales productivity.

Attendees at the annual Sales Management Conference, co-chaired by *PC World* Vice President and Director of Advertising **Jeff Edman** and **Martha Stephens**, vice president, IDG Corporate Human Resources, participated in two days of presentations, large- and small-group discussions, a roundtable, panel discussion and a Q&A session all focused on the theme "Competing Effectively."

"Each of our magazines faces a different set of competitive challenges that is determined by its market and its competition," Edman said. "By letting each publication spend 20 minutes highlight-

•CONTINUED PAGE 4•

IDG Stakes Claim on the World Wide Web



Welcome to the IDG Home Page! International Data Group (IDG) is the world's leading provider of information services for the information technology industry. Our unique portfolio of publishing, research, and exposition resources helps I.T. vendors connect with I.T. buyers anywhere in the world.

IDG'S HOME PAGE DISPLAYS THE *breadth of IDG's products and services. It can be accessed at http://www/idg.com.*

It's up. It's live. And it looks good. Check out IDG's home page on the World Wide Web by using Internet browser software and inputting IDG's address: http://www.idg.com.

Officially launched in late June, the IDG home page is designed as an interactive information source for technology marketers at vendors and ad agencies. The page features information on the wide range of products and services IDG offers. The contents include profiles of most of IDG's more than 235 publications worldwide, searchable by region, country and global product line. It also features links

•CONTINUED PAGE 6•

IN BRIEF

CW, CD Solutions Offer Advertisers CD-ROM Options

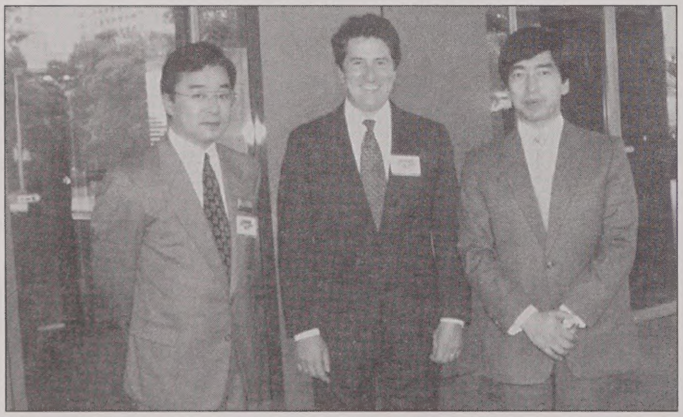
Computerworld's Custom Publishing Division and CD Solutions, Inc., are collaborating to offer CD-ROM options with all special supplements and white papers.

Custom Publishing advertisers now can extend the life of their marketing investment by participating in the companion CD-ROM. The disc could include a searchable presentation of the supplement materials; a companion library of related *Computerworld* articles; an electronic presentation of advertisers' products, capabilities and services; and even a video interview with white paper authors.

Of particular interest to potential customers will be an option for an integrated, electronic feedback survey as part of the CD. These customized surveys will enable advertisers to obtain the most current information on the people they want to continue to sell to. When the CD is first loaded, a survey will appear asking the user for demographic information and opinions on anything from hardware purchasing plans to brand awareness.

By creating a CD-ROM option, CW Custom Publishing advertisers add value to their content by making it available in a high quality, interactive presentation," said **Paul Earl**, president of CD Solutions. "With over 60% of *CW*'s readership using PCs with a CD player, this is clearly a logical promotional vehicle for advertisers."

Fourth Annual Windows World/Tokyo Sets New Records



ONE OF THE MOST PROMINENT WINDOWS USERS IN JAPAN, *Prince Takamado (right), joins IDG World Expo/Japan Vice President* ***Setsurou Tamai*** *and IDG President* ***Kelly Conlin*** *outside Windows World Expo/Tokyo '95 last month. With 150,168 attendees and 271 exhibitors in 1,408 booths — all records — the IDG World Expo-produced event was once again the largest independent Windows show in the world. This year's show was extended to four days, including a Saturday for the first time, to attract consumer as well as corporate users. Demos of Windows '95 were among the highlights.*

IDG Media Hosts Managers

PUBLISHER, IDG MAGAZINES VERLAG YORK VON HEIMBURG (L), *IDG Chairman* ***Pat McGovern****, IDG President* ***Kelly Conlin****, IDG COO* ***Jim Casella*** *and Publisher, IDG Communications Verlag* ***Ralph Peter Rauchfuss*** *enjoy the reception hosted by IDG Media last month.*

Attendees at the recent European Managers Meeting, held last month in London, were hosted by IDG Media at a cocktail reception at The Four Seasons Hotel. This was just one in a handful of events coordinated by Office Manager **Sarah Fenton** for the European managers and their guests. The following day, while the managers convened for meetings, spouses and other guests were led on a tour of London that included a cruise down the Thames River. That night more than 60 people went to see the musical Oliver!, followed by dinner at the Café Royale.

The quarterly U.K. Board Meeting also was held at IDG Media's northern offices in Macclesfield. At the meeting it was decided that the entire IDG subsidiary in the U.K., once called both IDG Communications and IDG Media, will henceforth be referred to as IDG Media. This reflects IDG's acquisition of Europress' home and leisure titles eight months ago.

NW Markets Talented Staff

The editors and writers at *Network World* are featured in a stylish marketing piece created by *NW* Reprint Manager/ Graphic Designer **Donna Kirkey**. Sized slightly larger than a reporter's notebook — complete with spiral binding at the top — the folder contains a page on each individual that includes a photo, background information, areas of expertise, contact information and years of industry experience. The 2,000 piece mailing, which underscores *NW*'s editorial quality, will be updated quarterly. It serves as a handy reference for industry contacts who want to pitch stories and as a sales tool for *NW* advertising representatives.

Meet the Press
NetworkWorld

ON LINE

BILL MURPHY

IDG's executive vice president/ finance is this week's columnist.

Q IDG's recent $2 million investment in Netscape has made me wonder: how often is IDG approached by other companies who want us to invest in their products? What is the criteria you use to judge whether or not to make those investments?

A As you can well imagine IDG is not lacking for opportunities to invest in new products in the IT field — proposals come to us on a more than frequent basis. Not being a venture capital firm, and having more than our fair share of internally generated new project ideas which require a great deal of analysis, I would say that our investment in Netscape was rather fortuitous because IDG happened to be on a preferred list of investors.

Back in February, Netscape Communications made an offering of convertible preferred stock on a private offering basis which was tendered only to companies that Netscape saw as potential strategic partners in creating Netscape products to be developed for the Internet. Fortunately IDG was on that list and IDG Investment Corp. became a co-investor along with companies such as Hearst Corp., Times-Mirror, Knight - Ridder, and TCI.

Since IDG finally reached the long-awaited $1 billion in worldwide gross revenue earlier this year, what's the next corporate growth milestone we'll be looking for, and by when?

The long-stated goal of IDG has been to grow the company at twice the rate of growth of the IT marketplace. IDG has consistently met or exceeded that goal and there is every reason to believe we will continue to do so. Financial hurdles become somewhat irrelevant as the IT industry is the fastest growing industry on the face of the earth and will soon become the largest industry in the world. If we simply continue to do what we do best, IDG will only strengthen it's position as the world's leading provider of information on information technology.

Given the stock market rally that began last December, do you think we're seeing the beginning of a new bull market, at least in the U.S.? Or, is this just a brief upward swing?

In the U.S. we have witnessed a bull market which began with the correction that took place in October of 1987. The bull market is now eight years old and allowing for brief corrections along the way, shows little sign of letting up. This trend has been unlike many previous upward trends in that many individual sectors, rather than the market as a whole have corrected.

For instance, the threat of massive health reform two years ago brought about a substantial correction in the drug stocks. Rising and declining interest rates have had a dramatic impact on autos, home building, retailing and other indivual consumer cyclical stocks, but have not created a general market correction.

What all this means is that there may not be a massive correction on the horizon as many "bears" have been predicting, simply because many sectors have already corrected on their own. In fact, in recent days we have been witnessing a correction in the technology sector which has not carried over to the rest of the market.

The stock market, not only in the U.S. but elsewhere, is a reflection of economic activity, which in turn is heavily influenced by fiscal and monetary policy. With the U.S. Congress and President Clinton now working toward a dramatic reduction in government expenditures targeting a balanced budget shortly after the turn of the century, the Federal Reserve maintaining a flexible monetary policy, and industry continuing to improve on productivity through automation and restructuring, everything is coming together to make for a long period of sustained growth with the conspicuous absence of inflation.

So, my answer is that, barring a disaster of major proportions, the market should continue its upward trend. Allowing for minor corrections along the way, the market will be driven by continued growth in earnings and lower interest rates as the government reduces deficits — thereby reducing their dependence on the debt markets. Changes enacted in the tax code will encourage investment rather than consumption.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

Lotus Notes is Prime Topic at IS Functional Meeting

(BACK, LEFT TO RIGHT): LAURIE MORGAN, IDG MARKETING SERVICES; KEVIN BURNS, *IDG;* ***Jeff Pennett****, Network World;* ***Steve Daniels****, Macworld;* ***Morten Meilby****, IDG Denmark;* ***Walt Crosby****, Computerworld;* ***Chip Carmen****, Macworld. (Front, left to right):* ***John Block****, CW Database Division;* ***Nancy Newkirk****, IDG;* ***Mike Mutrie****, CW;* ***Jeff DeBalko****, InfoWorld;* ***Dave Schneider****, PCW Newsletters. (Not pictured):* ***Eirik Gulbrandsen****, IDG Norway;* ***Tom Lamaroux****, Response Technologies;* ***Mike Levi*** *and* ***Ed Wilkins****, IDC;* ***George Molaski****, Infovision International;* ***Mark Houts****, InfoWorld.*

IS managers and IT-savvy representatives from 10 business units attended the Spring IS Functional Meeting in Hilton Head, S.C. Much of the three-and-a-half-day meeting focused on two topics: the growing adoption of Lotus Notes within IDG, and the technology, information infrastructure, projects and strategic issues within each business unit.

InfoWorld Vice President of Information Systems **Jeff DeBalko**, who hosted the meeting, demonstrated many of the 50 Lotus Notes databases in use at *InfoWorld*. These include the *InfoWorld* Sales Intelligence application, the IS Help Desk application, and INFOComm, the company-wide Notes initiative involving more than a dozen Notes databases containing everything from *InfoWorld* financials to employee photos.

Notes deployed around the world

Eirik Gulbrandsen of IDG Norway gave an overview of the IDG Global Notes project. IDG now has significant Notes installations in North and South America, Europe, Asia and the South Pacific, and the number of IDG offices adopting Notes continues to grow. Currently, IS managers are trying to determine how to use these installations either as models or as hubs to optimize the communication between business units.

The physical management of the IDG Notes network, which had been based in

•CONTINUED PAGE 5•

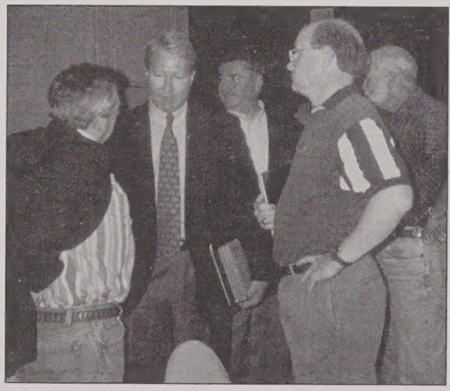
SALES MANAGERS

continued from page 1

ing specific examples of ways they've met and beaten their competition, we felt each attendee would come away with new ideas on how to compete in their own market."

Among the ideas discussed during the publication presentations were rep-generated "sell sheets" designed to overcome commonly heard objections in the field, presentations based on syndicated research designed to disprove claims by competitive publications and circulation comparisons proving quality vs. quantity differentiators.

One particularly interesting presentation by *Computerworld* regional vice presidents **Sherry Driscoll-Coleman**, **Bernie Hockswender** and **Rick Espinoza** focused on the editorial differences between *CW* and its competitors. "They explained the ways their sales team can quickly and clearly contrast *Computerworld*'s treatment of an editorial subject with that used by the competition," noted Edman. "It was particularly compelling since editorial is typically so difficult to quantify."



MARTHA STEPHENS

JIM MARTIN (SECOND FROM LEFT) AND ***Rich Marino*** *(third from left) speak with attendees following their presentation.*

Among the dozens of ideas discussed during a roundtable discussion that focused on ways to increase sales productivity, one central theme emerged: while IDG sales people have access to the very best market data available through IDC, there exists a need for market-based training to help them interpret and present that data as well as enhance their understanding of vendor strategies and the implications of market consolidation.

PC World President and Publisher **Rich Marino** and *InfoWorld* President and CEO **Jim Martin** fielded an array of questions during a lively Publisher's Panel, which concluded with an informative discussion of the preparation needed to become an effective publisher.

Other presenters included IDG Marketing Services Executive Vice President **Mike Rogers** and *IW* Associate Publisher **Joel Deceuster.**

"The meeting provided a great forum for getting to know colleagues and forging alliances," noted *Network World* Associate Publisher **Evilee Thibeault**, who will chair next year's conference.

IDG Job Opportunities Update

Monday July 24, 1995

DIRECTOR, BUSINESS ANALYSIS (IDG)

The successful candidate will provide business analysis support to IDG Business Units by reviewing operating efficiencies and recommending areas for improvement. This individual will function as a channel for sharing "best practice" ideas among IDG Business Units and will work closely with Business Units to review and assess new product development initiatives. Individual will also work closely with IDG's Chief Operating Officer and the IDG Executive Committee to provide analysis, make recommendations and assist in implementing the company's strategic planning and business development process. The successful candidate should be experienced in startups as well as domestic and international contracts. A thorough understanding of the operational aspects of the publishing industry is essential.

RESEARCH ASSOCIATE, ADVERTISING ANALYSIS (IDG/RESEARCH)

The individual in this position will assist in compiling and reporting worldwide marketshare data. Duties will include gathering data for competitive files and assisting with other research projects as assigned. Bachelors degree required. Familiarity with MAC and DOS platforms a plus.

PRODUCT MANAGER (NW)

Network World is seeking a Product Manager to lead ongoing development and marketing of its NetDraw software product line. Candidate will be responsible for providing ongoing direction and coordination to the NetDraw development team as well as crafting and implementing the overall marketing program. The individual should have relevant software product management experience. Experience in the development and management of multiple distribution channels a must.

ELECTRONIC DELIVERY COORDINATOR (IDC)

The selected candidate should have strong PC application skills including Microsoft Office Suite and Lotus Notes. Individual must be able to perform consistent detailed work of high quality. Some programming experience desired, especially using macro languages from the above applications. Document design, familiarity with SGML and HTML a plus. BA plus 1 year related experience required.

GROUP OPERATIONS MANAGER (IDC)

Ideal candidate will be responsible for the overall operational and administrative support for 20 US analysts and 5 European analysts. Specific responsibilities include; managing an administrative assistant, interfacing with the sales force, assisting analysts with client support, making travel arrangements, planning offsite meetings and maintaining the client file database.

MANAGING EDITOR (COMPUTER CURRENTS)

Computer Currents is looking for a managing editor to coordinate all aspects of a fast-paced editorial production. Responsibilities will include supervision of staff members and management of department projects. A minimum of 3 years editorial background with production experience plus 1 year supervisory/management experience required. Strong knowledge of Mac Word, QuarkXPress, Excel and Photoshop essential.

SQL / WEB PROGRAMMER (EMS)

The Web development division is seeking Web-savvy SQL programmers familiar with Oracle, OraPerl, CGI and Netsite products. General Web skills and experience a must. C, C++ knowledge necessary. Generalist skills a plus.

C, C++, / PERL PROGRAMMER - 2 POSITIONS (EMS)

Electronic Marketplace Systems is looking for two programmers to be involved in major Web tool and integration. Candidates must have a strong UNIX background. Web fluency, C, C++ and Perl experience are necessary. Knowledge of CGI a plus. NSAPI programming and SQL skills preferred.

WEB GENERALIST (EMS)

Electronic Marketplace Systems is seeking a Web generalist to join the cutting-edge development team. Knowledge of HTML 3.0, CGI and HTTP necessary. This position reports to the VP, Technology and Platform Development.

PERL / CGI PROGRAMMER (EMS)
Electronic Marketplace Systems is looking for a CGI programmer. Strong Unix, HTTP, Perl and CGI experience required. HTML, UI and C skills a plus. This position reports to the VP, Technology and Platform Development.

TECHNICAL ANALYST, LAN (IW)
The individual in this position will perform the tests for LAN reviews. Candidate must be knowledgeable about network operating systems, servers, network management utilities and network backup hardware and software. Excellent writing skills essential.

TECHNICAL ANALYST, MULTIMEDIA & GRAPHICS (IW)
This position implements the test plans for Graphics and Multimedia Team comparisons and reviews. Candidates must have a good working knowledge of PC and Mac-based hardware, software and peripherals. Excellent written skills essential. Strong communication skills a must.

MANAGING EDITOR (IW)
The selected candidate will oversee the Editorial Production department. Responsibilities will range from enforcing copy and art deadlines through final delivery of integrated electronic pages and images to the printer. A minimum of 5-7 years of weekly or daily newspaper experience plus 5 years of management experience preferred. Extensive experience with electronic publishing systems essential.

DIRECTOR OF CORPORATE MARKETING SERVICES (IDG/B)
Ideal candidate will be responsible for worldwide corporate identity and publicity, sales support, channel promotions, merchandising, trade shows, catalogs and cooperative advertising. Individual will create and execute strategic plans in addition to managing the budget and personnel issues. Must have channel background, creative ability and event marketing skills. A minimum of 5 years experience in managing fast growth within the book software or mass market products industries necessary. BA/BS required. MS degree preferred.

DIRECTOR OF PRODUCTION (IDG/B)
The individual in this position will manage book production cycles, personnel and facilities. Responsibilities will include, supplying electronic media to manufacturing sources, maintaining and distributing weekly company schedule and evaluating, recommending and purchasing equipment. Candidate will develop and administer the production budget, manage reprint titles and assist with layout. A minimum of 3-5 years experience in production plus 2-4 years management experience required. Strong DTP skills and a working knowledge of Macintosh hardware and software necessary. Some travel involved.

SALES ASSISTANT (IDG/B)
The individual in this position will assist with tracking new title orders and reorders, ensuring that they are received and shipped on time. Candidate will monitor co-op funds and expenditures for accounts, handle customer service issues, assist with preparation of sales presentations, order materials for trade shows, organize and maintain files and make travel arrangements. Excellent organizational and customer service skills are necessary. 1-2 years general office experience, preferably in a sales environment necessary.

DIRECTOR / VP US SALES (IDG/B)
The selected candidate will be responsible for all US Sales efforts including mass markets, national retailers/wholesalers, field sales, educational sales and special sales and sales support. Individual will deal with a large number of SKUs and multi-internal clients (publishers). A minimum of 10 years experience, preferably in the book publishing industry plus several years management experience required.

ACCOUNT MANAGER / STRATEGIC PUBLISHING (IFTW)
The ideal candidate will create effective sales strategies and establish aggressive sales targets to maintain the growth of the strategic/custom publishing division. A minimum of 5 years book sales experience, preferably in the consumer publishing industry necessary. Excellent written and oral communication skills essential. This position requires 50-60% travel.

DIRECTOR, EXPOS, CONFERENCES & EVENTS (IFTW)
The individual in this position will conceive, develop, implement and manage all aspects of international and domestic expos, conferences and events. Responsibilities will include negotiating contracts and licensing agreements and developing strategic marketing plans. Strong communication skills are necessary. A minimum of 10 years expo management experience with superior managerial and organizational skills required.

IDG Job Opportunities Update

July 24, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IMS	Sales & Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Network Technology Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	Corporate Email Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	P/T Accounting Clerk	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Rsch	Research Assoc., Advertising Analysis	Framingham, MA	D. Volpe	(508)935-4192
IDG/Rsch.	P/T Asst./Rsch Dept.	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Sales Associate	San Francisco, CA	J. Parsons	(415)693-1987
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	WEB Master	Framingham, MA	S. Brown	(508)935-4099
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Associate	Framingham, MA	D. Volpe	(508)935-4192
NW	Sales Assistant	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Advertising Coordinator	Framingham, MA	D. Volpe	(508)935-4192
IDC	Electronic Delivery Coordinator	Framingham, MA	D. Miller	(508)935-4133
IDC	Group Operations Manager	Framingham, MA	E. Martin	(508)935-4649
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Research Analyst, LAN - Routers	Framingham, MA	D. Miller	(508)935-4133
IDC	Consulting Operations Coordinator	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Analyst, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	P/T Human Resource Assistant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Director, E-Messaging & Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CWI	District Sales Manager, Southeast Region	TBD	B. Hockswender	(404)931-8104
CWI	Western Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Executive Assistant	Framingham, MA	C. Chupka	(508)820-8162
CWI	Senior Copy Editor	Framingham, MA	J. Chutchian	(508)820-8574
CWI	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CWI	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CWI	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CWI	Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CWI	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	C. Chupka	(508)820-8162
CW/RT	P/T Telemarketing Representative	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Executive	Framingham, MA	T. O'Connor	(508)820-8566
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IVI	IT Reseach Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
EMS	SQL / Web Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	C, C++ / Perl Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Web Generalist	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Perl / CGI Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Executive Assistant	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
EMS	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
IW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

July 24, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Reporter	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)312-3464
IW	Copy Editor (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Exec / Inside Partner (3)	CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Director of Corporate Marketing Services	TBD	P. Levenduski	(415)655-3015
IW	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IW	Sales Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IW	Director / VP US Sales	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	New Account Specialist	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Database Coordinator	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Assistant	Foster City / Indianapolis	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
AMI	Features Editor, Digital Video Magazine	San Francisco, CA	L. Wallace	(415)522-2400
AMI	Business Manager	San Francisco, CA	F. Lee	(415)267-1722
IMI	Advertising Sales Mgr./ SunWorld On-Line	San Francisco, CA	F. Lee	(415)267-1722
IMI	Sales Assistant	San Francisco, CA	F. Lee	(415)267-1722
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Account Manager, Multimedia World	San Francisco, CA	C. Jarmul	(415)250-8014
PCW	Marketplace Account Representative	San Francisco, CA	C. Jarmul	(714)250-8014
PCW	Account Executive	San Francisco, CA	P. Deemer	(415)974-7373
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst (2)	San Francisco, CA	S. Silvius	(415)978-3397
PCW	Administrative Assistant	Irvine, CA	L. Crutchfield	(714)250-8081
PCW	Customer Service Specialist	San Francisco, CA	D. Cobb	(415)978-3255
PCW	Software & Systems Development Dir.	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
PCW News	Director of Product Marketing	Boston, MA	L. Connolly	(508)935-4791
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Administrative Assistant	Irvine, CA	M. Chow	(415)978-3272
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Director of Information Services	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Account Manager / Strategic Publishing	TBD	M. Crager	(415)286-2502
IFTW	Director, Expos, Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / E2	Los Angeles	J. Knapp	(310)318-2933
IFTW	Regional Manager / GamePro	San Mateo, CA	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512

IS MEETING

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Norway and at International Publishing Services in Boston, will soon be moved to IDG IS in Framingham. A single management structure will result in a more organized network, and a mail administrator will soon be hired to keep addresses and other aspects of the network up to date.

Gulbrandsen and IDG Denmark's **Morten Meilby** described how Notes has improved the editorial production process at their respective companies. In Denmark, detailed long-range planning is now possible. Using Notes, story proposals are discussed by the editorial team, stories are assigned and monitored by the editor, ancillary information and graphics are attached to the Notes documents, and the design team extracts the final articles from Notes for layout. Documents can be archived for later use.

At IDC, the electronic delivery strategy involves making different levels of research available via Lotus Notes, the Internet and CD-ROMs. Director of Information Systems Strategies **Mike Levi** said about 60 customers are using Notes for research, an option available since January; close to 400 are using CD-ROMs, which have been available for three years; and a small pilot group is accessing IDC research via the Internet. Customers can also request "E Flashes" — quick updates of breaking news and research — through the Internet.

Kevin Burns, senior technical manager for IDG IS, talked about plans to upgrade existing connections between business units to a new technology called frame relay, a state-of-the-art, high-speed, cost-effective, dedicated connection. A dedicated connection to the IDG VAX financial network in Framingham, for example, is preferable to a dial-up modem connection because it allows business units to update and print financial data located on the VAX instantaneously. Business units that aren't now connected to VAX will be more easily integrated into the frame relay network. The next IS Function Meeting will be held in December and hosted by *CW*'s **Walt Crosby**.

IDC European Account Managers Strategize for Global Service

PARTICIPANTS IN IDC'S INAUGURAL EUROPEAN SALES TRAINING MEETING INCLUDED *(in no particular order):* ***Keith Henry**, IDC U.K.; **Roberto Masiero**, IDC Europe; **Irene Ford**, IDC U.K.; **Richard Noden**, IDC U.K.; **Lucy Docherty**, IDC U.K.; **Claudia Jachtmann**, IDC U.K.; **Hilary Utley**, IDC U.K.; **Meryl Salter**, IDC U.K.; **John Gilsenan**, IDC U.K.; **Jonathan Steele**, IDC U.K./TIS; **Alyson Prior**, IDC U.K./TIS; **Larry Bishop**, IDC U.S.; **Michael Deutsch**, IDC U.S.; **Brad Thorpe**, IDC U.S.; **Don Best**, IDC U.S.; **Denise Haines**, IDC U.S.; **Torben Mersenbach**, IDC Germany; **Andreas Schleusener**; **Corinne Van Die**, IDC Benelux; **Sylvie Merkling**, IDC France; **Sean McGovern**, IDC France; **Ezio Viola**, IDC Italy; **Cinzia Mascanzoni**, IDC Italy; **Rosella Benti**, IDC Italy; **Carsten Oleson**, IDC Scandinavia.*

Hammering out strategies for effective global account management was the focus of IDC's first European Sales Training Meeting held in Surrey, England, last month.

Thirteen IDC account managers representing six European countries and the U.S. participated in workshops conducted by vice presidents of U.S. Sales **Brad Thorpe** and **Michael Deutsch** on global account sales strategies and the rollout of electronic delivery.

Responding to client demand, IDC is already offering its U.S. programs via Lotus Notes and CD-ROM and all European programs will be available electronically beginning in FY96.

Don Best, VP/U.S. Consulting, and **Hilary Utley**, chairperson/IDC European Consulting Committee, discussed IDC's consulting sales strategies and innovations in the consulting business model.

Global account management

In addition, managers made presentations on IDC's five European global accounts: Bull, ICL, Olivetti, SNI and the European Economic Community.

IDC's Global Account Sales Strategy is a major initiative backed by IDC's top management to improve the way business is conducted around the globe. In promoting the "team sell," IDC assigns a Global Account Manager (GAM) to each top account. The GAM oversees the relationship with the client and works in partnership with regional and local account managers around the world to provide optimum service to the account.

"Attendees indicated that it was extremely useful to share ideas on selling IDC's products and services in different countries while moving toward a more consistent approach within the key accounts," said IDC U.K. Managing Director **Keith Henry**. "A special thanks should be extended to **Irene Ford** for ensuring the event ran smoothly."

A follow-up meeting is being planned for the early part of next year to analyze the effect of the global account approach on sales figures.

IDG HOME PAGE

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to those publication's individual home pages where available (see sidebar) and a link to IDC's and IDG Books Worldwide's home pages, information about upcoming IDG conferences and expositions, and descriptions of IDG marketing partnerships with leading IT companies such as Tandem, Dell and IBM.

In addition, a "What's New" area highlights findings from current IDG research, a profile of a different country's IT market each week, and a sampling of recent stories from the IDG News Service of interest to marketers.

The IDG site is averaging about 4,000 "hits" per day, with most of them coming from target vendor organizations, such as IBM, Compaq and Novell. Hits from ad agencies are fewer, since Internet access and usage tends to be lower. Though most who view the page are from the U.S., there have been visitors from 41 other countries, and not just from IDG business units.

IDG Marketing Services is responsible for the content of the page. It was created with the assistance of the Reality Factory, the development division of Interactive Services Group, a new IDG business unit that helps IDG offices get up and running on the Web.

The Reality Factory also worked with Vivid Studios, an outside firm, to design the page, and the Reality Factory now handles all support and maintenance.

Chris McAndrews, director of marketing for IDG Marketing Services, emphasized that the home page is, and always will be, a work in progress.

"Improving the content to ensure that visitors return to the site and enhancing the interactivity to take full advantage of the medium — these are the keys to making the page an increasingly useful resource for our customers and a powerful marketing tool for IDG," McAndrews said.

Links between the corporate home page and the individual business unit home pages are an important feature of the IDG site, McAndrews added, and he encourages business units anywhere in the world that are creating their own Web presence to contact him regarding their WWW plans.

Given the breadth of information on the IDG site, IDG publications are also urged to help Marketing Services stay up to date with any changes that should be entered into their profiles.

"We really appreciate the input we have already received from many business units — both updated information for their profiles and suggestions for improving the site as a whole," McAndrews said.

IDG plans to promote the site include providing key clients with an affinity browser, which would automatically bring up the IDG page first before the user would go on to browse other Web sites.

For more information on the IDG home page, contact Chris McAndrews at Internet (chris_mcandrews@idg.com), Lotus Notes (Chris McAndrews) or GE BusinessTalk (C.McAndrews).

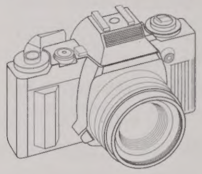
HOME, HOME ON THE WEB

Web addresses for some of the individual IDG business units that have also established home pages are as follows:

CD Solutions, Inc.	http://northshore.shore.net/cd solutions
CIO	http:// www.cio.com
Computerworld Center for Professional Development	http:/careers.computerworld.com
DV Live!	http://www.dv.com
IDC	http://idcresearch.com
IDG Sweden	http://www.idg.se
InfoWorld	http://infoworld.com
Multimedia World	http://www.mmworld.com
PC World	http://www.pcworld.com
SunWorld Online	http://www.sunworld.com

Don't miss IDG's

INTERNATIONAL PHOTO CALENDAR CONTEST



For the 12th year in a row, IDG is sponsoring the International Photo Contest. Submit your photos and take a chance at having your masterpiece appear on calendars displayed in IDG offices all over the world!

Prizes will be awarded for the top three photographs as follows:

First prize: $200
Second prize: $100
Third prize: $50

HOW TO ENTER

It's as easy as 1-2-3!

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:

- **Your name.**
- **Business address.**
- **Telephone and fax numbers.**
- **Photo title.**

2. Submit photos as developed, without retouching.

3. Entries must be received by Sept. 15, 1995.

Please send entries to:
Nicole Gorman
IDG Corporate Communications
One Exeter Plaza, 15th floor
Boston, MA 02116

Questions? Call Nicole at tel: 617-534-1228 or via the Internet at nicole_gorman@idg.com

A panel of IDG representatives will choose the 12 outstanding photos for the 1996 calendar.

NOTEWORTHY

NEW EMPLOYEES

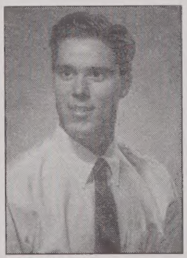
IDC welcomes a trio of new employees. Previously associate director of Mobile and Personal Computing for BIS Strategic Decisions, **Randal Giusto** has joined IDC as manager of Mobile Computing Research. Randal graduated from Cleveland State University with a BBA in marketing.

Kelly Henry has joined IDC's IRS/CIA program as a senior client services associate providing inquiry support and account management. She will work with IDC's semiconductor partners to roll out a monthly newsletter and industry-focused bulletins. Before joining IDC, Kelly worked at Cahners Economics.

BROWN

Vicki Brown is senior vice president of worldwide marketing. Vicki is an IDC veteran who spent the last 19 months as director of marketing for Sun Microsystems. Vicki earned a master's degree in science communication from Boston University where she specialized in industry and technology assessment. Her favorite outside pursuits include day hiking in Vermont and New Hampshire, and she hopes to soon conquer the entire Presidential mountain range.

Janet Huebner is a receptionist for IDG Books Midwest. Prior to joining IDG Books, Janet was a secretary at St. Alban's Episcopal Church. Outside the office she enjoys aerobics, basketweaving and reading.


ROWLEY

Dan Rowley has also joined the Midwest office. Previously a buyer for R.R. Donnelley Global Software Services, Dan is a supplier management specialist. He graduated from Taylor University with a BA in business and Spanish and outside the office is a volunteer for the Big Brothers of Indianapolis.

Jill Dietz has signed on as a regional sales manager for Infovision International, overseeing the New York metropolitan area. A graduate of the Boston University College of Engineering, Jill counts mountain biking and running among her favorite outside interests.

Heather Cadman is a telephone interviewer for the Computerworld Database Division. Heather majored in sociology and communications at Regis College.

TRANSFERS

Cheryl Gerber, formerly senior editor at *InfoWorld*, has joined *Computerworld* as a senior editor on networked PC software. Cheryl enjoys a number of outdoor and cultural activities.

ETCETERA

CW'S NANCY PERCIVAL, *presentes an EMAF award to Bill Foster of Stratus.*

Nancy Percival, New England and Upstate New York regional manager in the *Computerworld* Professional Development Division and a eight-year member of the Employment Management Association (EMA), recently presented Bill Foster, chairman and CEO of Stratus Computer Inc., with the EMA Foundation's School/Business Partnership Award. Stratus shared the national award with Assabet Regional Vocational High School in Marlboro, Mass., for a six-year partnership to help prepare students for today's workforce.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

ELEVEN YEARS

Sherilyn Driscoll-Coleman - Computerworld

TEN YEARS

Dan Sommer - InfoWorld

NINE YEARS

Corinne Schmidt - CW Switzerland

EIGHT YEARS

Gaby Kirschbaum - CW Switzerland
Kevin Burden - Computerworld
Kathleen Demko - Computerworld
Rex Farrance - PC World

SEVEN YEARS

Michael Cleary - IDC Australia
Tammy Torp - PC World

SIX YEARS

Manfred Weise - CW Switzerland
Claire Scanlan - IDC U.K.

FOUR YEARS

Abhijeet Rane - Link Resources
Phil Lemmons - PC World
Kenneth Båckström - IDG Sweden

THREE YEARS

Kurt Johnson - IDC
Ellen Hersh Julian - IDC
Lee Doyle - PC World

TWO YEARS

Steven Lecompte - IDC
Darby Johnson - IDC
Lisa Hall - Network World
Anders Ottosson - IDG Sweden

ONE YEAR

Felix Wiedler - PCtip Switzerland
Susanne Zihlmann - IDG Switzerland
Francine Gay - Computerworld
Edith Murnane - IDG World Expo
Carol Shroba - Interactive Svcs. Group
Samantha Ross - IDG Australia
Jeff Bodenmann - IDG Marketing Svcs.
Anna Noetzel - Macworld
Alice Leightheiser - CIO
Mikael Thorsen - IDG Denmark
Carol Gustavsson - IDG Sweden
Lars Trangius - IDG Sweden
Chantal Hillairet - IDG France
Eric Laville - IDG France

CELEBRATING 10

Marilynn D. Raineri

HOME: Norwell, Mass.

JOINED IDC: June 1981 as a research analyst in IDC's user program.

CURRENT TITLE: Senior analyst for the International Planning Service.

MOST CHALLENGING PART OF YOUR JOB: Keeping up-to-date on research published by IDC's international offices.

BEST PART OF YOUR JOB: No two days are alike, and each day offers a new set of challenges.

CAREER HIGHLIGHT: I left IDC in 1989 to stay home with my son, only to return to the same job in 1993.

DID YOU THINK YOU'D BE HERE 10 YEARS? Honestly, no. I couldn't imagine being at any company 10 years.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: By thanking me for what I have done.

INTERESTS OUTSIDE THE OFFICE: Spending as much time as possible with my son and my husband, reading, going to concerts and camping.

DREAM DESTINATION: New Zealand and Australia.

WORDS TO LIVE BY: "Mom, you're embarrassing me."

FANTASY JOB: Making a living as a musician.

RITZ-CARLTON

IDG CHAIRMAN PAT McGOVERN RECENTLY ESCORTED IDC'S ***Marilynn Raineri*** *to dinner at Boston's Ritz-Carlton in honor of her 10 years of service to the company.*

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Mark Twain, Geoffrey Chaucer, Will Rogers, Jimmy Stewart (particularly if he was portraying Elwood P. Dodd) and George Bernard Shaw.

MANAGER'S PROFILE: "Marilyn is the heart, soul and good right arm — left, too — of IDC's International Planning Service, whether she is cheerfully responding to an inquiry from a client or a question from one of IDC's 40 country offices, whether she is doing a special international consulting project or writing the monthly Global IT Monitor (which she started). She is a constant reminder to the rest of us of what IDC can and should be."

- ***Don Bellomy****, research director, Worldwide Market Studies*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 31

July 31, 1995

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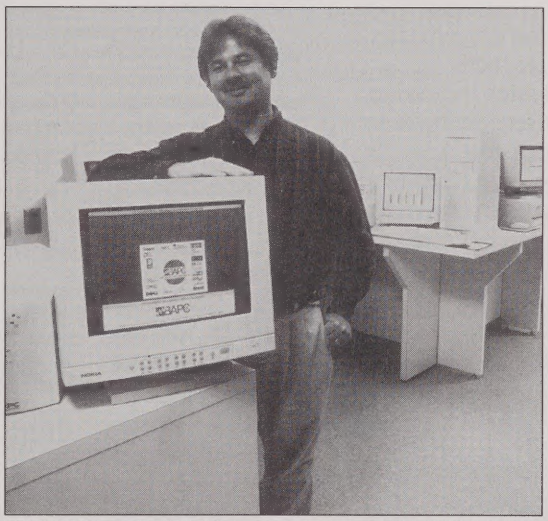
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Federal Computer Week Opens Its Own Test Center



ANDREAS UITERWIJK, A VETERAN OF INFOWORLD'S *Test Center, will manage FCW's new test facility.*

Federal Computer Week opened a test center last month with an experienced IDG hand at the helm. **Andreas Uiterwijk**, formerly a supervisor at *InfoWorld*'s Test Center, has been hired to manage the facility.

The test center's product reviews will be featured in *FCW*'s *Government Best Buys* supplement, which is published monthly during the federal government's heavy buying season. Bundled inside of *FCW* and *InfoWorld*'s government demographic edition, *Government Best Buys* has a circulation of 100,000 buyers of computer and communications products at federal, state and local government offices.

"We started the supplement last year because government buyers had no publication to turn to for objective, benchmarked testing of hardware and software products available on government contracts," said *FCW* Managing Editor **Carolyn Marsan**. "Originally, we used *InfoWorld*'s Test Center to conduct our reviews. But as *Government Best Buys* grew and became successful enough to go monthly this summer, we decided to build our own in-house testing capability."

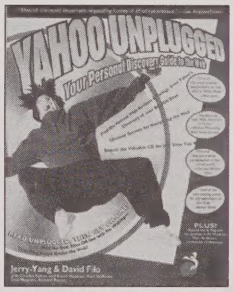
The *FCW* Test Center occupies approximately 450 square feet and features systems from Dell Computer Corp.

Uiterwijk joins *FCW* after spending four years at *InfoWorld*'s Test Center, where he led a team responsible for testing hardware and operating systems. His 12 years of experience in the computer industry include circuit board design, layout, testing and rework for Tall Tree Systems in Palo Alto, Calif.

"We're delighted to have Andreas join the *FCW* team," Marsan added. "Since we continue to use *InfoWorld*'s testing methodology, his ties to the *InfoWorld* Test Center staff are invaluable to us."

IDG Books Gets Wired

New unit seeks to build online presence for group's titles



IDG BOOKS ONLINE'S *first title, Yahoo Unplugged, is due this fall.*

IDG Books Worldwide is now cruising the Information Superhighway with a brand new imprint: IDG Books Online. Based in Foster City, Calif., the new group's mission is to address the opportunities emerging as a result of the burgeoning growth of the Internet, particularly the World Wide Web.

According to Vice President and Publisher **David Ushijima**, "Our goal is to create and deliver high-quality, timely information to readers who, in increasing numbers, access their information electronically and who will supplement — not abandon — printed books and magazines with information gathered online. We believe that successful products can be built by tightly integrating print, CD-ROM and online formats," Ushijima said.

Ushijima said he believes his group has a unique opportunity to build a successful publishing model that will com-

• CONTINUED ON PAGE 4 •

IN BRIEF

Computerworld Chile's New Look Sells Well on Newsstands

To mark its third anniversary, *Computerworld Chile* unveiled a redesign in its May 31 issue.

COMPUTERWORLD
Chile
EL MEDIO ESPECIALIZADO EN COMPUTACION

¿Quién le hará el peso a Intel?

LA GUERRA DE LOS CHIPS

CTC COMPETIRA POR INTERNET

Panasonic

PEQUEÑA, MEDIANA O GRANDE.

COMPAQ

According to president of IDG's Chilean licensee, Publicaciones en Computacion Ltda., **Oscar Barros**, while the old look was colorful, the new cover and logo are crisper and help further differentiate the publication from its competitors on the newsstand. The body of the magazine looks much like the old design but is cleaner and easier to read.

Another interesting new feature is the logo in which the word "Computer" is printed in a different color than the word "World." Barros says that this represents an effort to incorporate readers' needs. Many readers refer to the magazine simply as "Computer" because the pronunciation is easier in Spanish than that of *Computerworld.*

The response to the magazine's facelift has been positive, with newsstand sales increasing and advertisers giving their stamp of approval. *Computerworld Chile* is published every two weeks and has a circulation of 12,000.

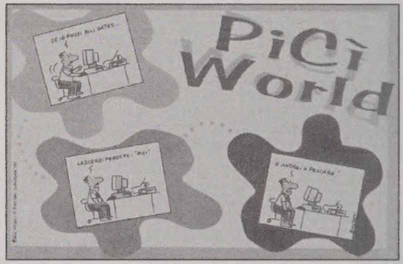
CW/IW Taiwan Celebrates Six Years

THE STAFF OF COMPUTERWORLD/INFOWORLD TAIWAN *gathers around IDG Communications Taiwan Chairman* ***Jack Wang*** *(seated, front) for a photo marking the weekly publication's sixth birthday and 300th issue. The issue, dated May 14, contained a 110-page special report entitled, "A Forecast and Review of the Taiwan IT Market." The staff also hosted a series of 12 seminars for local vendors targeting 12 different product categories.*

IDG Argentina Boasts Strong Presence at Infocom'95

OFFICE ASSISTANT MONICA SANS (LEFT) AND SALES REP ***Sabrina Valcarcel*** *distribute issues of PC World Latin America at IDG Argentina's booth at Infocom '95, held in Buenos Aires, June 5-11. Over 5,000 attendees flocked to the show where 110 exhibitors displayed the latest in computer technology. Infocom is the first International Congress and Exposition jointly held by a four-entrepreneur chamber: Software, User, Unix, Information and Communication. The show is an important forum for IDG Argentina to disseminate their publications — PC World, Computerworld and InfoWorld — and to sign up subscribers.*

SHORT TAKES



The July issues of ***PC World Italia*** and ***Macworld Italia*** include a comic book that readers can enjoy while they are on summer holiday. *PCW* Editor **Debora Sordini** and *PCW* Editor-in-Chief **Giulio Ferrari** worked with a well-known Italian designer to create the text for the 78 cartoons. The comic strips depict the changes a typical family encounters, and how the various members react, when an "electronic son" called "PiCi" becomes a member of the family.

■ ■ ■ ■ ■ ■ ■ ■ ■ ■

CD Solutions, Inc. will publish an instructional CD-ROM in September to help users in the work-at-home and small business markets learn to use the Internet to grow their businesses. *Using the Internet for Profit* will show users how to access the Internet, search for information and design a home page to promote their business. Users will also be able to download Internet software and related tools.

ON LINE

PAT McGOVERN

IDG's chairman is this week's columnist.

Q Since domain names and URLs (uniform resource locators) may be in limited supply on the Internet, how should IDG business units reserve choice names that will be important to us?

A Any business unit interested in registering a domain name should contact **Miriam Karlin**, and she will help with the registration application. In the U.S., the Patent and Trademark Office (PTO) will register Internet domain names only if they are also used as trademarks, i.e., they must be used in a conspicuous manner that serves to identify source, origin, sponsorship, or affiliation. Since this is a somewhat new area for the PTO, the guidelines for registration are still in the examination stage.

Outside of the U.S., what markets are most important to U.S. technology marketers?

Most U.S. IT companies are fairly well established in Western Europe, Japan, Canada, and Australia. The major new markets of interest to U.S. companies are China, Southeast Asia, India, Latin America and Eastern Europe.

Has the computer publishing business peaked?

Quite the contrary! Advertising in computer publications has experienced a 17.5% growth in revenue during the first half of 1995, compared with a year ago. That rate of growth is 40% faster than during the first half of 1994. The paid circulation of computer publications has increased by 9% in the first half, another record. As the number and value of computers being shipped continues its rapid growth, and with more computers being sold through indirect channels requiring greater advertising support, both the advertising revenue and the circulation revenue of computer publications are growing very attractively.

As you look back over the first 30 years of IDG, what do you consider the most critical decision you made, the turning point where a different decision would have made IDG look very different from what it is today?

In 1970, when IDG was just six years old and doing about $2 million a year, I was a typical hands-on manager, reviewing and approving all checks, interviewing all new employee candidates, expecting people to check with me before making any significant decisions, etc. At the same time, I was travelling a lot, so important issues that needed to be addressed tended to pile up on my desk.

It occurred to me that there were hundreds of thousands of very successful businesses around the world that succeeded without any advice or guidance from me. So, clearly, I was not essential to making a business successful! I realized that business success comes from finding an important need people have and arranging to fulfill it well. I decided to focus my time on looking for new market opportunities for IDG. Rather than trying to control operations, I decided to find a capable person who could organize and lead a team to fulfill that market need with high quality and usefulness.

I then thought that if I was such a business unit head, how would I like to be treated? I realized that I would want to be treated with trust and confidence and be provided the necessary resources to do a good job. So, I decided that's exactly how I would treat other people. I began to withdraw from involvement in day-to-day operations and focused on just two things: 1) finding attractive market opportunities for IDG and 2) finding good people to pursue those market opportunities, treat them with trust and respect, and provide them with the resources they needed...and then get out of their way!

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDG BOOKS

continued from page 1

bine many of the traditional print models from both the book and magazine side as well as from the emerging online and Internet businesses. "Our first step will be to create an online presence for IDG Books," said Ushijima, adding that while he expects this will primarily involve using the World Wide Web, IDG Books Online will also explore relationships with the other major online vendors.

The group will work to develop an online component for existing IDG Books titles — the company currently has more than 200 titles in print — as well as develop its own lines. It recently announced its first titles will be a series of books called the Official Yahoo Guides to the World Wide Web and Internet. The books will be authored by Yahoo Corp., a Silicon Valley start-up company widely credited with having the most comprehensive and easy-to-use index and directory to the World Wide Web. The first title, *Yahoo Unplugged! Your Discovery Guide to the Web*, is due out this November.

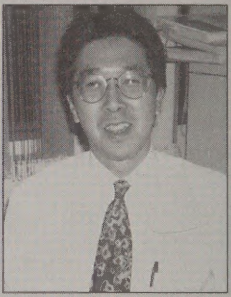
Ushijima also noted that he has recently launched his staff with the hire of **Corbin Collins** as associate editor. Collins was most recently project editor at IDG Books Worldwide in Indianapolis, where he had a hand in developing the majority of the group's Internet-related books.

"IDG Books is committed to being a leader in the new online publishing frontier of the '90s," said **John Kilcullen**, president and CEO of IDG Books Worldwide. "By launching IDG Books Online, we will be able to serve the expanding needs of the rapidly increasing numbers of online users who are accessing their information both in print and online."

HELP WANTED

IDG Books Online Vice President/Publisher David Ushijima is interested in speaking with prospective candidates eager to get in on the ground floor of building this exciting new business. He can be reached by phone at 415-655-3057 or via the Internet: dushijima@idgbooks.com.

USHIJIMA TAPPED TO HEAD ONLINE UNIT


USHIJIMA

No stranger to start-up operations, David Ushijima recently returned from Tokyo where he spent five years heading up a successful effort to launch *Macworld Japan*, now one of the country's leading Mac business monthlies.

A Bay Area native, Ushijima originally joined *Macworld* in the U.S. as a technical editor in 1985. In 1990, he was tapped as president and publisher for the Tokyo start-up. Five years, 16 employees and five hugely successful MACWORLD Expos later (his staff was responsible for the conference portion of the shows), Ushijima began looking for a new challenge and found it in Foster City.

As vice president/publisher of IDG Books Online, Ushijima will lead an entrepreneurial group of publishing professionals in exploring the opportunities presented by the Internet and other online venues while building a strong online presence for IDG Books Worldwide.

Ushijima holds a BS in electrical engineering and computer science from the University of California/Berkeley. He and his wife live with their two sons in Berkeley, CA. In his spare time, he enjoys relaxing with his family and indulging his passion for jazz, skiing, and the occasional round of golf.

IT Market Briefings Set for September

The IT Market Intelligence Briefing Session for IDG sales, marketing and research professionals will focus on IT market trends and vendor strategies. The one-day programs, organized by **Martha Stephens**, VP of IDG Human Resources and **Don Best**, VP of IDC Consulting, will be held on Sept. 14, at the Holiday Inn Crowne Plaza in Natick and Sept. 21, at the Westin Hotel, San Francisco Airport. Sessions run from 8:00 a.m. to 5:00 p.m. and include lunch.

IDC experts will examine the strategies of key vendors competing in the enterprise and desktop markets. The focus will be on the strengths, weaknesses, threats and opportunities of key competitors in the following areas:

Enterprise:
- Systems (PCs, servers, storage)
- Software (tools, database, applications)
- Networks (LANs, WANs, services, equipment)

Desktop:
- Hardware (PCs notebooks, printers, PDAs)
- Software (applications, OS, workgroups)

A Managers Workshop featuring IDC speakers will be conducted over lunch. A lunch for non-managers will also be provided.

ENROLLMENT DEADLINES:
- Aug. 31 for the Sept. 14 session.
- Sept. 5 for the Sept. 21 session.

PROGRAM FEE:
- A $300 participant fee will cover speaker fees and travel expenses.

REGISTRATION:
- Please contact **Liz Caruso** at IDG Human Resources: cc:mail: caruso, liz; Btalk: L.Caruso; phone: (508) 935-4514; fax: (508) 935-4600

- Please provide participant's name, title, company, telephone and E-mail contact information, manager's name and the account number to be charged.

Confirmations with agenda and directions will be sent to each attendee.

IDG WORLD UPDATE's Local Loop

FOR SALE

• **1991 Ford Probe**. Black, 5-speed, 6-cylinder, a/c, AM/FM cassette deck, sun roof. 50,000 miles — runs good, looks great! $7,100 or best offer.

-Donald Young, CSC, 617-534-1205

• **1992 Geo Tracker**. Convertible, yellow with black roof; 5-speed, 4-wheel drive, power steering, power brakes, AM/FM radio. One owner, 55,000 miles, excellent condition. $8,400. Call 603-899-6935 (until 8 p.m.) or 508-632-6600, ext. 153 (Mon.-Fri. until 4:30 p.m.).

- Carolyn Novak, Computerworld, 508-620-7733

• **1990 Mazda MX-6**. Blue, 5-speed, new clutch, brakes and tires. 82,000 miles. $5,000.

-Svetlana Albinder, IDG Central Services, 415-978-3165

• **1991 Mazda Miata.** Fun summer car! Red, 5-speed, a/c, CD/cassette deck, custom rims, low miles. New top, tires and brakes. $11,500. Runs and looks great!

- Tracy Pennell, Network World, 714-442-4036

• **1985 Subaru HatchBack GL**. Tan, 2-door, 5-speed. 88,000 miles. New tires and radiator. Reliable and in good condition...great car for the teenagers! $1,000 or best offer.

-Claude Garbarino, Computerworld, 508-620-7759

• **Moving sale**: relocating to *CW* Burlingame. Items include: several **4ft. house plants** ($5-$10); great vintage **Black & white metal patio furniture**, circa 1950, round table and four chairs ($75 or best offer); funky, yet chic **cinder block bookshelf**, black w/pink swirl effects ($25); **Canvas beach umbrella**, two matching chairs and a cooler ($25); **Saunders/LPL photographic black and white/color enlarger** with 11 x 14 Bogen easel ($200 or best offer); framed photographic art ($5-$15). Call to view photos of these items!

-Claude Garbarino, Computerworld, 508-620-7759

• **Whirlpool washer and dryer**. Only six-months old, extra-large capacity. Must sell — moving! $650 or best offer.

-Beth Bertolozzi, IDG Research Svcs., 508-370-0852
or 617-262-4771

• **Children's toys**: Crazy Coupe, $25; Fisher Price Sandbox Turtle, $10; Minnie Mouse purple tricycle, $10; small pink baby carriage, $10.

-Peggy Hennessy, Computerworld, 508-620-7745
or 508-533-5308

• **Living room set.** Pine armoire with two coordinating bookshelves, sofa with queen-size sleeper, oversized chair and ottoman. All brand new and still in manufacturer's plastic. Must see! $4,500 or best offer.

– Shannan Gehring, Infotainment World, 415-286-2552

• **Mac IIsi.** Original owner. 9 MB RAM, 250 MB hard drive. Needs repairs. Software included. $325. Also: **Burgundy, damask antique couch set:** couch, loveseat, ottoman. $1,100 or best offer.

- Vanessa Silva-D'Amelio, IDG Marketing Services,
415-676-3002

• **Bally Lifecycle exercise bike.** Excellent condition. $600 or best offer. Will deliver within the San Francisco Bay Area. Also: **Macintosh SE 1/20 with HP Deskwriter printer**. Includes word processing, Excel and other software. $500 or best offer.

- Paula Zahakos, Computerworld, 415-548-5542

• **House**. Medway, Mass. Absolutely adorable multi-level home with open floor plan. Six rooms, three bedrooms. Newly renovated kitchen and family room. Living room with fireplace and vaulted ceiling. Lots of closets, pantry and storage space. Attic fan and pull down stairs. All appliances included. Motivated seller! $141,900.

- Toni O'Connor, Computerworld, 508-820-8566

• **Condo**. Large, sunny, top-floor two- to three-bedroom in three-family Victorian in safe, accessible Oak Square, Brighton, Mass. Off-street parking, eat-in-kitchen, high ceilings, appliances, hardwood floors, storage, modern bathroom and front and rear porches. Twelve minutes to Framingham, 20 minutes to Logan Airport. $129,900.

- Ken Vitagliano, 617-254-2557

FOR RENT

• Apartment in Newton, Mass. Large two+ bedroom for rent in two-family house in one of the best neighborhoods in Newton. Located on the carriage lane on Commonwealth Ave. (a.k.a. Heartbreak Hill). Six+ rooms (1,500 square feet of living space), modern eat-in kitchen with refrigerator, garbage disposal, dishwasher, formal dining room, fireplace, tiled bathroom, parking, washer/dryer hookup, high ceilings and wainscotting, large storage area. Less than a mile to Mass Pike, Rte. 128, Boston College and short walk to public transportation. $1375/month.

- Ken Vitagliano, 617-254-2557

VACATION RENTALS

• **Squaw Mountain Village condo on Moosehead Lake, Maine.** Two bedrooms, two baths, deck, fireplace, golf, tennis, beach, pool and marina. Available for weekly/monthly rental.

- Alexandra DiIeso, Macworld, 508-370-0831
or 617-923-1788

•CONTINUED ON BACK •

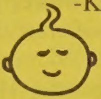
Send your ads in by August 23 in order for them to appear in the August 28 issue! (Coupon on back page.)

IDG WORLD UPDATE's Local Loop

SERVICES

- **Small group home daycare**. Full- or part-time openings available now. Personalized care, safe and quiet neighborhood, fenced yard with swing set and Little Tikes equipment. 13 years experience, CPR/first aid certified, license #91931. Call Michelle at 508- 562-5077.

-Kenneth Fuller, IDG Credit, 508-935-4232



BIRTHS

Patricia Smith (IDG World Update) and her husband Mark welcomed their first child, Jason Emmanuel, on July 24. Jason weighed 7 lbs., 9 oz.

Rosemary Cafasso (Computerworld) and her husband Ed welcomed a daughter, Laura Eileen, on June 23. Laura was 8 lbs., 7 oz.

Cathy McCrorey (Computerworld) and her husband Tom wlecomed a daughter, Sara Catherine, in mid-April. Sara weighed 7 lbs., 8 oz.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

Your name: ____________________

Business unit: __________Tel: __________

Mail or fax to: IDG World Update,
41 West St., 7th floor,
Boston, MA 02111
fax: 617-423-0712

PLEDGES WANTED!!

Mary Beth Welch of *Computerworld* will be biking in the 250 mile Boston-to-New York AIDS Ride Sept. 15-17 to raise money for AIDS-related services at the Fenway Community Health Center in Boston. Anyone interested in making a pledge to support the ride should fill out and mail the coupon below. Mary Beth must submit the money she's raised by Sept. 1, so please include your donation with the pledge sheet or mail it in as soon as possible to her at Computerworld, 375 Cochituate Road, Framingham, MA 01701. If you have questions, call Mary Beth at 508-820-8157.

Name____________________________

Business unit________________________

Pledge amount _______________________

Telephone number ____________________

BOSTON AREA BLOOD DRIVE

WHAT: Blood drive

WHEN: Thursday, Aug. 10, 9am-2pm

WHERE: 492 Old Connecticut Path, Framingham. Specific location will be indicated by signs on the day of the blood drive.

HOW TO SIGN UP: There is a sign-up sheet at the Security Desk at 492 Old Connecticut Path. Appointments may also be made by calling CIO's Linda Golon at 508-935-4352.

SPONSORED BY: Metro West Medical Center's Community Blood Donor Program

OPEN TO ALL AND WALK-INS ARE WELCOME!

IDG Job Opportunities Update
Monday July 31, 1995

ACCOUNT MANAGER (IMI)
Successful candidate will be responsible for prospecting, maintaining and growing the advertising base for the Midwest territory. A minimum of 5 years ad sales experience, preferably in the electronic publishing industry required. Demonstrated closing and creative problem solving abilities along with excellent interpersonal and communication skills essential.

OFFICE MANAGER (AMI)
The individual in this position will provide general administrative, reception and office service support to ActiveMedia. Must be a team player, detail oriented and possess excellent communication and interpersonal skills. Experience in office procedures necessary.

ADMINISTRATIVE ASSISTANT (MAC)
Candidate will provide administrative support for 2 ad sales account managers and 1 account executive. Excellent communication skills necessary. A minimum of 2 years office experience required. Macintosh proficiency (MS Word, Excel and FileMaker Pro) a must.

OFFICE MANAGER (MAC)
The ideal candidate will handle accounting, contracts, travel, administration and facilities for the editorial and design department. Organizational skills essential. A minimum of 2 years accounting and administrative experience required. Proficiency in Excel, Word and databases necessary.

ASSISTANT PRODUCTION EDITOR (MAC)
The primary responsibilities in this position will be to assist in performing the editorial production and copyedit tasks necessary to produce Macworld's editorial product. A minimum of 2 years experience in word processing with excellent grammar and punctuation skills required. Excellent organizational and communication skills necessary.

OFFICE MANAGER (MAC)
Selected candidate will provide accounting, financial and operational support for the editorial and art departments. He/she will manage the day-to-day administration of the office and serve as liaison with other departments. A minimum of 2 years financial and administrative experience required. Strong analytical and organizational skills essential.

NEWS COORDINATOR (MAC)
Candidate will develop and manage content direction and focus of all features. He/she will conceive, assign, write and edit feature articles. Position requires a basic familiarity of personal computer technology, products and their applications. Excellent analytical and journalistic skills are necessary. BS/BA in Journalism or equivalent business computing experience required. 6-8 years experience in computer journalism plus 2 years direct news reporting and editing necessary. Management experience a plus.

ACCOUNT MANAGER / E2 (IFTW)
Primary responsibilities in this position will include advertising sales, prospecting, qualifying, customer support, file maintenance and report generation for the Pacific Northwest region. Demonstrated closing and creative problem solving ability a must. A minimum of 4 years advertising sales experience required. Knowledge of entertainment products and marketplace preferred. Travel required.

EXPO MANAGER (IFTW)
The individual in this position will be responsible for all show operations and logistics. Excellent interpersonal and negotiating skills required. A minimum of 5 years trade show and events planning experience, preferably in the publishing industry necessary. Knowledge of electronic entertainment/multimedia industries desired. Experience with domestic and international show management a plus. Mac proficiency essential. Travel required.

MARKETING MANAGER / EXPOS/CONF. & EVENTS (IFTW)
Successful candidate will be responsible for positioning, developing and implementing all worldwide marketing activities as well as forecasting and budgeting for expos, conferences and events. He/she will develop and execute marketing/sales communications and promotional plans. Excellent presentation and communication skills required. International marketing a plus.

MEDIA DIRECTOR (CW)
The successful candidate will be responsible for providing art direction, leading the design effort for Electronic Services and participating in the development of detailed functional requirements and technical specifications. Experience is required in WWW technologies and graphic applications including Photoshop, Director, Premier and Illustrator.

ACCOUNT EXECUTIVE (CW)
The candidate in this position will be responsible for prospecting and maintaining advertising space for the back section of the publication. 1-3 years related sales experience preferred. PC and communication skills a must. Knowledge of the computer industry required. Some travel necessary.

HUMAN RESOURCES ASSISTANT (IW)
The individual in this position will assist in the day to day recruiting, benefits administration, employee questions, payroll processing and personnel file maintenance in the HR department. Bachelor's degree or equivalent experience necessary. 1-2 years HR experience a plus. PC proficiency essential.

NEWS EDITOR, IW ELECTRIC (IW)
IW Electric is seeking a News Editor with proven ability to quickly and professionally write and edit news copy for a targeted audience. Must be familiar with who's who in the computer industry and corporate IS. A minimum of 2 years experience reporting on computer technology and/or computer industry issues required. 3 years experience as a news assignments editor for a daily newspaper or a weekly computer trade newspaper necessary. Must be willing to learn HTML.

SUBSIDIARY RIGHTS ASSISTANT (IDG/B)
Candidate will provide sales and administrative support to the Foreign and Subsidiary Rights department by: maintaining databases, preparing contracts, maintaining files and preparing marketing materials. Proficiency with Word/Mac, FileMaker Pro and Excel required. Some bookkeeping skills, knowledge of computer books and a foreign language (Spanish) preferred.

ADMINISTRATIVE ASSISTANT (IDG/B)
The individual in this position will be responsible for coordinating the office activities of the educational sales department. Duties include: maintaining sales and marketing databases, accounts payable, inventory, phones and filing. 2 years office experience necessary. Knowledge of MS Office, ACT and Presentation software essential.

DIRECT MAIL CUSTOMER SERVICE REPRESENTATIVE (IDG/B)
Candidate will deal with customers over the phone regarding problems and concerns. Duties will include preparing correspondence, maintaining files and providing general clerical support. Experience in warehouse shipping helpful.

DESIGN SPECIALIST (IDG/B)
The individual in this position will refine/create procedures for designing books, coordinating all interior design efforts, develop strategy for in-house design and create sample chapters. Duties will include coordinating all in-house processing of graphics in addition to training and supervising graphic technicians.

SYSTEM SPECIALIST, PRODUCTION (IDG/B)
Ideal candidate will evaluate beta and new releases of software and hardware, train staff members on new software and maintain Macintosh computers, monitors and peripherals used within the production department. Solid understanding of Mac technology and software plus Adobe PageMaker and/or QuarkXpress, Apple Scripting language and QuicKeys is necessary. Experience with networks, file servers, archiving and backup procedures essential.

PROOFREADER (IDG/B)
Candidate will proof pages for spelling, grammar and style issues. Individual will interface with internal coordination, editorial and production staff. Knowledge of layout, book publishing, PageMaker, FileMaker Pro and Excel a plus. Degree in English or Journalism preferred.

LAN APPLICATIONS PROGRAMMER / ANALYST (IDG/B)
Selected candidate will be responsible for the development and support of all LAN based applications involving financial analysis and sales reports. Individual will maintain existing applications, develop new applications, develop procedures to automate data transfers from primary systems to LAN systems and train end users of LAN based systems. Must have a BS in Computer Science or Finance with a CS minor. 3 years experience necessary.

OFFICE COORDINATOR (IDG/B)
The individual in this position will assure that all office equipment is in proper working order. Candidate will obtain price quotes for new equipment and maintain inventory of all equipment and maintenance contracts. Duties include coding and checking all invoices for accounts payable, maintaining and balancing the petty cash fund and providing cost effective handling of all mail and packages. Will organize and maintain personnel files, assist with benefits and employment administration and maintain legal postings. 2 years experience required.

IDG Job Opportunities Update
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SENIOR ACCOUNTANT (IDG)
The selected individual will be responsible for the closing process for one or more companies. Candidate must have the ability to analyze financial statements. 5-8 years experience plus a BA/BS in Accounting required. Excellent Lotus skills necessary.

FINANCIAL SYSTEMS ADMINISTRATOR (IDG)
The individual will be responsible for data management and the integrity of all data maintained in the General Ledger and Accounts Payable systems. Some report writing will be required. Solid understanding of accounting concepts and principles plus a BA/BS in Accounting required. Systems experience helpful but not required.

EXECUTIVE ASSISTANT / TRAVEL COORDINATOR (IDG)
This individual will be responsible for providing support to IDG's Corporate Travel Manager. Duties will include general filing, generation of letters, reports and presentations. He/she will also be responsible for the implementation and maintenance of cost containment database and meeting database. Excellent communication and customer service skills essential. Proficiency in MS Word, Excel, Powerpoint, email and Sabre CRS reservation system required. Lotus Notes and New Horizon's travel management system helpful.

RESEARCH ASSISTANT (IDG RESEARCH SERVICES)
The individual in this position will manage research report requests, interact with clients and vendors to interpret and relay needs, maintain department spreadsheets, contribute to projects and perform general clerical duties. Must be computer literate with Mac experience.

STAFF WRITER (NW)
Network World is looking for a reporter to cover a wide range of networking products, trends and issues. A minimum of 2 years experience reporting on information technology and a proven ability to consistently break news required.

PART-TIME EDITORIAL ASSISTANT (NW)
The individual in this position will be responsible for office management, handling faxes, mail and some research for Computerworld/Network World in the Washington Bureau. (20/hours per week)

DESKTOP PUBLISHING SPECIALIST (IDC)
The primary responsibilities in this position are formatting newsletters and reports and generating tables and graphics on the Macintosh system using MS Word, QuarkXPress, Excel, Illustrator and DeltaGraph. Candidate will also serve as back-up for slide generation function using Aldus Persuasion and assisting with normal system maintenance. Mac proficiency a must. A minimum of 3 years experience in DTP plus some graphic design experience required.

BILLING ACCOUNTANT (IDC)
The individual in this position will be responsible for processing 50% of the monthly billing, overseeing the Corporate Amex Card Program, maintaining payroll time-sheets and assisting in month end closing procedures. A minimum of 2-4 years accounting/finance experience within a large company required. College level accounting courses and Excel spreadsheet skills a must.

SALES ANALYST (IDC)
The selected candidate will be responsible for gathering, consolidating and reporting on IDC's worldwide sales activity. Duties will include assisting with monthly financial reporting requirements. A college degree with 4-6 years of related experience required. Superior Windows and Excel skills plus a working knowledge of Lotus Notes required. Prior experience with multi-national/multi-currency reporting preferred.

MANAGING EDITOR FOR @COMPUTERWORLD (CW)
The key function of the Managing Editor is to maintain the story posting and work flow process of content placed on @Computerworld. Responsibilities include building and maintaining hyper-links among relative content as well as assist in the assigning, editing and copy-editing of stories. 3 years experience as a copy editor and experience as an editor and/or reporter required.

ASSOCIATE EDITOR FOR @COMPUTERWORLD (CW)
Ideal candidate will support the on-line editorial effort by finding information on the Internet and WWW for hyper-links to @Computerworld. Additional responsibilities include information and fact gathering, helping to update on-line forums and providing reader service. Must be willing to learn HTML. Bachelor's degree preferred.

IDG Job Opportunities Update

July 31, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Publisher	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
AMI	Business Manager	San Francisco, CA	F. Lee	(415)267-1722
IMI	Account Manager	San Francisco, CA	F. Lee	(415)267-1722
IMI	Advertising Sales Mgr./ SunWorld On-Line	San Francisco, CA	F. Lee	(415)267-1722
IMI	Sales Assistant	San Francisco, CA	F. Lee	(415)267-1722
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Account Manager, Multimedia World	San Francisco, CA	C. Jarmul	(415)250-8014
PCW	Marketplace Account Representative	San Francisco, CA	C. Jarmul	(714)250-8014
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst (2)	San Francisco, CA	S. Silvius	(415)978-3397
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
MAC	Administrative Assistant	Framingham, MA	M. Chow	(415)978-3272
MAC	Office Manager	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	Office Manager	San Francisco, CA	J. Lagas	(415)978-3349
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Administrative Assistant	Irvine, CA	M. Chow	(415)978-3272
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Expo Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Marketing Manager/Expos/Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / Strategic Publishing	TBD	M. Crager	(415)286-2502
IFTW	Director, Expos, Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / E2	Los Angeles	K. Lynch	(415)286-2594
IFTW	Regional Manager / GamePro	San Mateo, CA	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	J. Harvey	(415)286-2512

IDG Job Opportunities Update

July 31, 1995

Division	Title	Location	Contact Mgr.	Phone
CW	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	Sales Assistant	Fairfax, VA	T. O'Connor	(508)820-8566
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	C. Chupka	(508)820-8162
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IVI	IT Reseach Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
EMS	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Executive Assistant	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
EMS	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
IW	HR Assistant	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	News Editor, IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0556
IW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor (2)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schmid	(415)312-0669
IW	Sales Assistant, Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Exec / Inside Partner (3)	CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IW	Test Developer, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IDG/B	Director of Corporate Marketing Services	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Sales Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director / VP US Sales	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Subsidiary Rights Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Direct Mail Customer Service Rep.	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Design Specialist	Indianapolis. IN	J. Maroney	(317)596-5222
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	New Account Specialist	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Database Coordinator	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Manager	Foster City, CA	P. Levenduski	(415)655-3015

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IMS	Sales & Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Financial Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Exec. Assistant / Travel Coordinator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Corporate Email Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Rsch	Research Assistant	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Sales Associate	San Francisco, CA	J. Parsons	(415)693-1987
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	M. Cornetta	(508)935-4734
NW	Advertising Coordinator	Framingham, MA	D. Volpe	(508)935-4192
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Electronic Delivery Coordinator	Framingham, MA	D. Miller	(508)935-4133
IDC	Group Operations Manager	Framingham, MA	E. Martin	(508)935-4649
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Research Analyst, LAN - Routers	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Analyst, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CW	Managing Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Associate Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Media Director	Framingham, MA	S. Perry	(508)820-8160
CW	Account Executive	Framingham, MA	T. O'Connor	(508)820-8556
CW	District Sales Manager, Southeast Region	TBD	B. Hockswender	(404)931-8104
CW	Western Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Executive Assistant	Framingham, MA	C. Chupka	(508)820-8162
CW	Senior Copy Editor	Framingham, MA	J. Chutchian	(508)820-8574
CW	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160

IDC Employees Honor Colleagues for Jobs Well Done

Five outstanding IDC employees were recognized for their performance during the second quarter of FY95. Each quarter, IDC's U.S. staff nominates colleagues; winners are chosen by a five-member committee. Excerpts from their nominations appear below.

PAUL JOHNSTON - BUSINESS DEVELOPMENT

JOHNSTON

Paul, a program manager, has restructured IDC's Professional Services CIS research from a $218,000/year program to a $567,000/year program. One of his achievements has been launching and profitably managing IDC's first multiclient study of business process reengineering. Paul has also pursued consulting engagements in the systems integration, consulting and outsourcing areas, generating close to $100,000/year and establishing a viable presence for IDC in those markets.

DANA MILLER - SERVICE

MILLER

Dana was honored for providing exceptional internal service in her role as associate human resources representative. During the past few months, much of her hard work has been particularly helpful to LINK Resources. Dana's availability and proactive approach to all situations provided immediate, vital information to out-of-state coworkers. This kind of attention helps bridge the gap between offices and promotes corporate unity.

RUTH SAGER - SERVICE

SAGER

As group operations coordinator for IDC's New Jersey sales office, Ruth is responsible for day-to-day operations. She was also honored for her outstanding work as a sales assistant. Ruth has taken on additional responsibilities, including learning numerous software packages, that have made her a key member of the IDC Consulting production team. She's invaluable in times of tight deadlines and can be depended upon to come through when the group is short-staffed.

RENEE AMADIO - SERVICE

AMADIO

Renee, the facilities manager for IDC's Mt. View, Calif., office, strives to make available the tools and systems her colleagues need to do their job every day. She helps new employees begin their work quickly by answering their questions enthusiastically and getting them equipped to do their jobs. Many Mt. Viewers would say "Renee makes this operation hum!" During her brief tenure as facilities manager, she's juggled multiple and complicated responsibilities effectively, and her long hours of work and self-training have not gone unnoticed.

FELIX GONSALVES - TEAMWORK

GONSALVES

Felix has shown exemplary performance in his role as office services assistant at LINK Resources. When someone is out of the office, he always pitches in to make sure processes run smoothly and are uninterrupted. Felix is willing to assist on any project without hesitation while maintaining a helpful and positive attitude. He also makes suggestions that improve the appearance and value of the material that is being sent to clients.

IDG EDITORS CREATE FORUM TO DISCUSS ONLINE ISSUES

As IDG publications move online, editorial departments will face some unique challenges and issues. A group of editors and reporters from several IDG units recently created an Internet mailing list to discuss these issues and share ideas. To get on the list, send a note with your E-mail address and publication name to Adam Gaffin, *Network World* online editor at agaffin@nww.com.

EUROPEAN IT FORUM SLATED FOR SEPTEMBER

The fifth annual European IT Forum will be held Sept. 4-6, at Le Meridien Montparnasse in Paris.

"Towards the Information Society: Realigning Information Technology to Business Strategies," will focus on Europe's traditional information and communication industry (ICT) as well as analyze emerging trends and business strategies for competing in the future.

The forum draws upon the experience of vendors and users who are committed to realigning the ICT infrastructure to support new business strategies. Keynote speakers include Microsoft's Bill Gates, Oracle's Larry Ellison, Olivetti's Carlo de Benedetti and IDG Chairman Pat McGovern, among others.

Any IDG employee is invited to attend. For journalists the US$800 fee will be waived.

For more information contact IDC European Marketing Director Myriam De Greef, at tel: 171-414-0288, fax: 171-414-0278, Btalk: M.DeGreef.

NOTEWORTHY

PROMOTIONS

Network World has announced two promotions. **Clare O'Brien**, formerly Direct Response Advertising district manager, has been promoted to the newly created position of Direct Response Advertising sales manager. Clare joined *NW* in 1990 and, according to Sales Director **Joan Bayon Pinsky**, "has been a major force in the effort that brought the department's net revenues to $3,000,000."

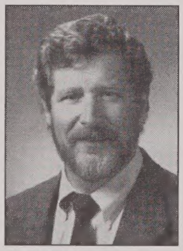
Eleni Brisbois, previously sales assistant for *NW*'s advertising director, has been promoted to sales associate." She is hardworking, dedicated and a pleasure to work with," said Associate Publisher **Evilee Thibeault**. "Her promotion is in recognition of all she does to support our efforts — whether doing the monthly marketshare, managing NetActive, just lending a hand and many other responsibilities too numerous to mention."

NEW EMPLOYEES

Nancy Jacobs has joined *PCW* as executive assistant to the CEO. Prior to joining the company, Nancy worked as an assistant to a partner at Goldman Sachs, S.F. In her free time Nancy enjoys gardening, travel, movies and music.

TRANSFERS

PC World has appointed two IDG veterans as editors of Reviews and Testing. **Tracey Capen**, formerly managing editor of Reviews and Testing at *InfoWorld*, will serve as executive editor for *PCW*'s R&T. Tracey has a bachelor's degree in zoology from the University of California/Berkeley.



CAPEN

Carla Thornton has been appointed senior editor of Reviews. Carla has spent the past six years as reviews editor for *InfoWorld*. She has a BA in journalism from the University of Texas/Austin.

THORNTON

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FIVE YEARS

Bengt Marnfeldt - IDG Sweden

TWENTY-TWO YEARS

Shirley Day-Kohn - IDG Germany

SIXTEEN YEARS

Renate Kretz - IDG Germany

FIFTEEN YEARS

Ursula Pusch - IDG Germany

SEVENTEEN YEARS

Eduardo Ostan - IDG Brazil

TWELVE YEARS

Georg Sing - IDG Germany

ELEVEN YEARS

Stefan Liba - IDG Germany

NINE YEARS

Catherine Olzchanech - IDG France
Chris Cuoco - Computerworld

EIGHT YEARS

Reinelle Hicks - InfoWorld
Roseann LaBruno - InfoWorld
Yoshimoto Matsuura - IDG Japan
Molly Leung - IDG Hong Kong
Anita Tremblay - Computerworld

SEVEN YEARS

Doreen Ferguson - IDG
Ellen Sanderson - IDG
Julie Del Hommeau - IDG France
Scott Finlay - Network World
Megan Santosus - CIO

SIX YEARS

Kelly Conlin - IDG
Gry Aspaas - IDG Denmark
Nicole van Geenen - IDG Netherlands
Elfriede Tenbieg-Mutert - IDG Germany
Gabriele Lange - IDG Germany
Michael Klein - IDG Germany
Stéphane Gautier - IDG France
Karen Moltenbrey - Network World

FIVE YEARS

Lisa Ladel - Macworld
Mihály Kenczler - IDG Hungary
Marie-Christine Serou - IDG France

FOUR YEARS

Tina Templin - InfoWorld
Peter Hvidfeldt - IDG Denmark
Magdi Makara - IDG Hungary
Tiziana Parma - IDG Italy
Keith Henry - IDC U.K.
Junichi Togashi - IDG Japan
Leendert van Wezel - IDG Netherlands
Annika Larsson - IDG Sweden
Norio Ojima - World Expo Japan

THREE YEARS

Lisa Deluca - FCW Group
Brian McMillen - IDG Books
Jutta Ruppert - IDG Germany
Ola Fors - IDG Sweden
David Wu - IDG Hong Kong

TWO YEARS

Cynthia Koral - Macworld
Chris Williams - IDG Books
Bianca Burgering - IDG Netherlands
Frank Froma - IDG Netherlands
Ricardo Pieroni - IDG Argentina
Magnus Lindgren - IDG Sweden
Jodi Cohen - Network World
Emily Gin - IDG Hong Kong
Patrick Pilcher - IDC New Zealand

ONE YEAR

Deanne Hoppe - InfoWorld
Renee Capri - IDG Marketing Services
Jesper Illum Lotz - IDG Denmark
Torben Meyer - IDG Denmark

CORRECTION

***SunWorld Online*'s URL was listed incorrectly in the July 24 issue of the *IDG World Update*.**

The correct URL is: http://www.sun.com/sunworldonline.

IDG Spain Employees Celebrate Years of Service

In May IDG Chairman **Pat McGovern** and his wife Lore were in Madrid to celebrate the service anniversaries of 12 IDG Spain veteran employees.

Eugenio S. Ballestros was *Computerworld España*'s first editor-in-chief in 1981. In 1985, faced with the choice between a career in the military and a career with IDG Spain, Eugenio opted for journalism. He reached an agreement with IDG to write a weekly section for *Computerworld* called *Cosas que Pasan*. Eugenio's favorite hobbies are reading, walking and listening to music.

Juan José Márquez oversees IDG Spain's Documentation Department. Juan José spent the first three months of his tenure at IDG making deliveries. He then spent five years in the Subscription Department and is currently responsible for archiving all of IDG's Spain's publications and maintaining documentation. Computers and soccer are among his favorite outside pursuits.

Miguel Angel Hermosell, art and design director for *Comunicaciones World*, joined IDG Spain in 1981 as an administrative assistant. Miguel enjoys photography, travel and the outdoors.

Beginning her career at IDG Spain as an administrative assistant for *Commodore World*, **Lola Hermosell** rose through the ranks to become assistant to the editor-in-chief of *PC World* and is now assistant to the editor-in-chief of *Computerworld*. Lola handles administrative needs and is responsible for all of *PC World*'s external communications. She enjoys reading, walking and television.

Isabel Campo has been with *PC World España* since its inception in 1985 when she signed on as editor. She currently serves as subdirector for the publication and coordinates the magazine's editorial calendar. Her outside pursuits include traveling and movies.

A founding member of the *Computerworld* team, **Fernando Morán** is now art and design director for *Macworld*. When Fernando joined *Computerworld* in 1981, he served as design director for the new publication. When he's not hard at work, Fernando collects electric trains, enjoys animals, travel and reading.

PAT AND LORE McGOVERN HOST 12 IDG SPAIN EMPLOYEES AT DINNER (BACK ROW L-R): *Eugenio S. Ballestros, Fernando Morán, Juan Manuel Sáez, Jose Luis Villacorta Montero, Pat McGovern, Fernando Rodriguez de la Fuente, Juan José Márquez, Ramon Nacenta, Miguel Angel Hermosell, Paco Zabala. (Front row, L-R): Lore McGovern, Valerie Shanks, Isabel Campo, Lola Hermosell.*

Another member of the inaugural *Computerworld* team, **Juan Manuel Sáez** has held a number of positions at IDG Spain over the past 14 years. He served as editor-in-chief of *Microsistemas* and in 1985 became *PC World*'s first editor-in-chief. He still serves in that capacity but balances his role at *PC World* with his responsibilities as publications manager. Juan Manuel counts sports and enjoying the great outdoors among his favorite free-time interests.

Jose Luis Villacorta Montero joined IDG Spain in 1984 as a driver. He worked in that position for six years until he was recruited for the position of assistant subscription manager. Jose Luis enjoys playing soccer, taking walks in the country and going to the movies.

Fernando Rodriguez de la Fuente has held the position of circulation director for IDG Spain since 1985. In January of this year he was given the additional responsibility of commercial director for the company. Fernando is an avid soccer and basketball fan, and enjoys movies and do-it-yourself projects.

In 1984 **Valerie Shanks** was hired at IDG Spain as coordination manager for *Commodore World* and was subsequently promoted to the post of publisher. In 1988 Valerie assumed all budgetary responsibilities for the company and in her current position as IDG Spain's coordination manager, oversees a myriad of activities. She works as manager of IMS activities in Spain, coordinates the division's paper buying, acts as a liaison with printers and does all budgeting and reporting. Valerie enjoys music — especially jazz — good books and travel.

Paco Zabala began his alliance with IDG in 1982 when he worked as a sales manager for IDC covering Eastern Spain out of Barcelona. In 1985, Paco moved to Madrid to manage IDG Spain's marketing department and the next year was named as the company's general manager. Paco is renowned for his cuff link collection and is also an art aficionado.

Ramon Nacenta was the first full-time accountant hired at IDG Spain 10 years ago. He now holds the position of accounting manager and is responsible for G&A, staffing and acting as a liaison with town councils and federal organizations. Ramon enjoys sports, reading and antiquing.

CELEBRATING 10

Donald Young

HOME: Milton, Mass.

JOINED IDG: January 1985 as a mailroom assistant at Computerworld

CURRENT TITLE: Operations Manager/Corporate Services. I provide operational support to the COO of IDG and manage the facilities of IDG's Boston-based Corporate Support Center.

BEST PART OF YOUR JOB: The imminently shorter commute to the office... I'm moving four blocks away come September.

CAREER HIGHLIGHT: Going to work for (former President) **Walter Boyd**. He taught me a lot about a good company and gave me a friendly warning that "if you ever think about leaving, come talk to me first."

FUNNIEST THING THAT'S EVER HAPPENED AT WORK: Once during my tenure in the Chairman's Office, my boss and two colleagues scurried to repair an exquisite-looking birthday cake for one of **Pat McGovern**'s close friends after I accidentally stuck my hand in it. It was a scene straight out of "I Love Lucy." Sorry, Pat!

DID YOU THINK YOU'D BE HERE 10 YEARS? No. I knew little about information technology, but learned from the start what a terrific company IDG was to work for. My opinion hasn't changed in 10 years.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The people. I've worked in three different business units and four departments in 10 years. Today, I am still working with a majority of the people who were part of those departments. It's like a family — a big family.

FIVE PEOPLE, LIVING OR DEAD, YOU'D INVITE TO A DINNER PARTY: Clothing czar Giorgio Armani, film director Quentin Tarrantino, actress Faye Dunaway (dressed as Joan Crawford), author Anne Rice and chef Wolfgang Puck (to cook).

IDG CHAIRMAN PAT McGOVERN (LEFT) RECENTLY *escorted* ***Donald Young*** *to dinner at Boston's Ritz-Carlton in honor of his 10th anniversary.*

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE: A family photo album.

MANAGER'S PROFILE: "Donald Young is the 'hidden key' to the success of the Office of the Chief Operating Officer. Over the years he has managed to keep both Walter Boyd and myself organized and accessible to our business units around the globe. He exemplifies everything that is good about the IDG organization!

- ***Jim Casella**, IDG chief operating officer*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Revamped *PC Home* Doubles Circulation

With an innovative redesign incorporating a new layout and features and twin cover-mount CDs, U.K.-based *PC Home* has almost doubled its circulation with the July issue.

PC HOME'S NEW LOOK FEATURES A NEW *logo that emphasizes the magazine's home focus. Twin CD cover mounts are attached to the publication on a specially designed bend-resistant cardboard for high visibillity on the newsstand.*

The results of a survey performed by Comag, a leading U.K. distributor, 21 days after the magazine appeared on newsstands, showed *PC Home* having a circulation of 60,000. This figure puts the publication ahead of its competitors in the family PC market — Forstmann Little's *ComputerLife* and *PC Guide*, published by Future Publishing. The issue, bulked up by 25%, weighed in at 196 pages.

•CONTINUED PAGE 4•

ComNet/Warsaw Debuts in Fast-Growing Polish Market

Heralded by press clippings that proclaimed "ComNet = Communication and Computing Growing Together," IDG World Expo/Germany gained a foothold in a new market with the debut of ComNet/Warsaw June 20-22.

IDG WORLD EXPO'S GUNNAR KÜCHLER (L) *welcomes Marek Rusin, Poland's Minister for Post & Telecommunication to ComNet Warsaw.*

More than 5,000 high-level corporate buyers came to view the newest products offered by 50 leading communications and networking companies from Poland and around the world. "This country wants to learn and grow fast," said **Gunnar Küchler**, IDG World Expo's vice president of European operations, who headed up the show management and sales functions for the event.

Polish Telecom plans to double the number of available lines to 10 million by the year 2000, and the country's entire communications system will be converted to fiber-optic cables and ISDN services by 1997.

Given the pace of these kinds of developments, the conference sessions were overbooked with 250 attendees interested in discussing technology, policy and management issues.

Conference Manager **Anja Messler**, working on just her second conference event, and World Expo Representative **Anette Gorz**, who coordinated the logistics between World Expo and local Polish partners, deserve much credit for the success of the show, Küchler said.

IDG Poland Managing Director **Kazimierz Szot** and his team gave their endorsement and support to the show from the beginning, Küchler said. The company produced a special pre-show issue of *Networld*, which attracted more advertising than regular issues. "We plan to work even closer together next year and want to find other opportunities for IDG to make money from other print products," Küchler said.

Exhibitors have told World Expo they've been very pleased with the quality of the contacts they made at the show, and the show team has already received "bigger and better" space requests for next year's event. ComNet Warsaw '96 is slated for June 19-21.

IN BRIEF

GamePro U.K. Lands Starring Role at the Movies

One month after a successful launch into the U.K. market, *GamePro* is off to the "Flicks" as stage one of a promotional plan to ensure it becomes the star attraction in its market sector. The "Flicks" in questions is *Flicks Magazine*, the mass circulation, glossy publication distributed free to patrons of more than 90 percent of all British cinemas including the MGM chain, now owned by Virgin.

GamePro
HOLY BAT SCOOP!
KAPOW!
OUCH!
CRASH!
BANG!
WALLOP!
FREE!

Starting with its September issue, *Flicks* — the No. 1 title in its field — will carry a regular monthly *GamePro* column featuring all the latest hints and tips for its readership of more than two million.

"We jumped at the opportunity to run a *GamePro* column," said Damien Jennings, a senior member of the *Flicks* management team. "It dovetails perfectly with our youth-oriented entertainment profile. *GamePro* is brilliant, and we are sure the fact it is able to deliver hints and tips hot from the U.S. before anyone else will play a significant part in the success story of both *GamePro* and *Flicks*."

IDG Media's announcement of the major promotional tie-in is part of a planned roll out of national link-ups that the publisher expects will raise *GamePro*'s profile in the U.K.

"It is our intention to ensure *GamePro* becomes the undisputed market leader in the U.K. — as it is in the U.S. — in the build up to Christmas," said **Denise Wright**, publisher. "We have a number of similar partnerships about to break — all of which have been designed to ensure we get to No. 1 and stay there." 🖳

New GL Impacts U.S. Units

Beginning in October for FY96, IDG will be implementing a new General Ledger (GL) system for all U.S. business units. The new GL is a client/server system that offers great flexibility for online queries, input and P&L and budget reporting.

The accounting and financial functions of each business unit will be significantly impacted by this new system as it changes how entries for GL data are processed. Those directly affected by this change will be staff responsible for billing, accounts payable, accounts receivable, as well as those with staffing, budget or spending responsibilities.

The accounting and financial functions of each business unit will be significantly impacted by this system as it changes how entries for data are processed.

Some changes in the protocol for entering data in the GL are also being introduced. These changes involve the "GL account number" or the "GL chart of accounts." The current account number is listed under "Account-Department," for example, business meal expenses for department 900 would be coded as 5149-900.

These accounts are used to create a business unit's annual budget. Business managers receive monthly reports showing actual-to-budget comparisons. These accounts are used for salary planning, to charge bonuses, training and other expenses associated with staff. The account is used to approve invoices for business purchases and indicate where in the budget to record the expense.

For FY96, these accounts will change. Most business units have designed a new GL account number or chart of accounts for use in the new system. These accounts have more breakdowns than the accounts in the current GL. These breakdowns will facilitate product line and divisional reporting and special project tracking.

If you have questions regarding the new GL or its impact on your business unit, please contact your business manager or your accounting group in Framingham. 🖳

Buying IT Previews

The survey work for Wave VI of IDG's Buying IT in the '90s research is well under way, and IDG Marketing Services will present the topline findings this fall. Prior to the customer presentations in San Francisco, New York and Boston, Marketing Services will hold preview sessions for interested IDG employees. Invitations will be sent later this summer.

IDG PREVIEWS:	CLIENT PRESENTATIONS:
Sept. 15, San Francisco Westin San Francisco Airport	Sept. 29, San Francisco Ritz-Carlton
Sept. 20, Natick, Mass. Holiday Inn Crowne Plaza	Oct. 2, New York Macklowe Hotel
Sept. 21, Rochelle Park, N.J. IDG Sales Office	Oct. 3, Boston Westin Hotel Copley Place

ON LINE

JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q You recently hosted the full round of Managers' Meetings in Europe, Asia and Latin America. Can you pass along a few comments about what's going on in those markets?

A This is the first time in recent memory of the IDG Executive Committee that our international business units are growing their operating profits at a faster rate than our domestic units. We found most of our country managers to be optimistic about their opportunity to continue this growth over the next three years. They had many ideas for new product launches that they have included in their budget submissions for FY96. Overall, though, they are struggling with some of the same cost problems as we are in our domestic business units. Paper price increases are a worldwide phenomenon forcing each of our business units around the globe to review their cost structure to be certain that they can achieve profitable growth.

I was particularly impressed with the progress that **Santiago Villazon** and his colleagues, together with our Latin American business units and licensed partners, have made in the development of *PC World Latin America*. This project required a tremendous amount of coordination to address a market need. It also required all of the countries involved to reevaluate their own approach to the monthly market and to take the "let's try it" approach! I am delighted to report that by working closely together we are well on our way to seeing *PC World* emerge as the dominant monthly publication in the Latin American IT market. When you combine this with the strong position of our *Computerworld* publications in Latin America, you can see why we will remain the No. 1 source for IT information in this fast-growing region.

Can you comment on the probable impact of Forstmann Little's recent sale of ZD Press to Simon and Schuster?

The Forstmann Little/Ziff-Davis announcement was a very effective release, but the reality was far different from how it was portrayed. We are starting to see a consolidation in the computer book publishing business. In such a consolidation there will be clear winners and losers. Simon & Schuster/Macmillan has been the No. 1 player for many years, but IDG Books has narrowed their lead over the past several years. Our growth rate, which has been generated by internal launches not acquisitions, has been far more dynamic than theirs. They have been trying to make strategic acquisitions to help them widen their distribution and regain momentum. Ziff-Davis books was a clear "also ran" in this market. It had very little market penetration, slow growth and was unprofitable. Forstmann Little/Ziff-Davis clearly did not find the computer book publishing business "strategic" to their short-term plans for an IPO. I find this interesting, because they are now removed contractually from being a major player in two of the fastest growing segments in the market — books and expositions. This is in direct contrast to our own long-term strategies for growth.

I also believe that **John Kilcullen**'s strategy of expanding into the reference book segment of the market will put clear pressure on Simon & Schuster/Macmillan. I can envision us moving into the No. 1 position before the year 2000!

I understand InfoWorld's IS director Jeff DeBalko is leaving IW to become IDG's VP of Global Communications. Does this new position represent a new effort to build a global communications infrastructure for the company?

I have great confidence that Jeff, working together with **David Hill** and our business units heads, will make major contributions to the improvement of our overall global communications infrastructure. This is an ongoing process, and the executive committee applauds David and Jeff for taking a leadership position on it.

In a decentralized company like IDG, it is essential we have a communications infrastructure that lets us share information to leverage the best ideas and practices resident at our business units. I am certain that Lotus Notes will play a large part in this, but the Internet could also become an integral part of our strategy. For example, sharing images may be more effective for our global product lines over the Internet. As David and Jeff develop their three-year plan, they will develop their objectives. I am certain that they will be sharing these with us in the future.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDC Announces Third-Quarter Excellence Awards

Four outstanding IDC employees were recognized for their performance during the third quarter of FY95. Each quarter, U.S. IDC staff nominates colleagues; winners are chosen by a five-member committee. Excerpts from their nominations appear below.

DAN KUSNETSKY - BUSINESS DEVELOPMENT

Dan, a research manager, has been instrumental in creating new consulting opportunities that have taken him around the globe to give speeches and perform small-scale consulting projects. Even with a small staff, Dan has maintained a positive attitude and a flexible approach and continues to bring in business, keeping the Unix program on plan.

KUSNETSKY

DONNA SPARROW - TEAMWORK

Donna, an electronic delivery desktop publishing specialist, has worked untiringly to coordinate loading the IDC publications into the Lotus Notes database. She's taken responsibility for managing the workflow and coordinating both temporary workers and permanent staff. Donna was honored for working through the trial-and-error process, with all its false starts and unexpected hurdles and helping make a complex project simple.

SPARROW

LAURA HUNT - QUALITY

"Careful," "conscientious," and "efficient" all describe Laura's contributions as a desktop publishing specialist in the Publications Department. Her commitment to quality and her positive attitude are inspiring to coworkers. Laura's excellent work on *The Gray Sheet*, the "black book" and on various consulting marketing pieces and other special project have earned her much praise over the past few months.

HUNT

JANET NIXON - SERVICE

Janet, a billing accountant, works with internal and external clients as well as with sister IDG companies, and provides top-notch service. Month after month she continues to ensure that the month-end invoicing is completed accurately and on time. Janet has also spent numerous hours outside her usual work schedule to help design and test the new billing system for a transparent conversion to both internal and external clients.

NIXON

PC HOME

continued from page 1

Although *PC Home* does include a section devoted to games, it is not a gaming title. It is billed as a family publication that focuses on the human side of computing by showing people involved with their PCs.

One new feature is the *PC Home* Family Panel in which 30 families from all over the U.K. use and review software for each issue. *PC Home* designers have even created an icon to be awarded to the products that get the families' seal of approval. This has generated a considerable amount of local media coverage in the cities wherethe families reside.

IDG Media, publishers of *PC Home*, is using a new sectioning scheme that builds on the "home" concept in dividing the contents of the magazine, making *PC Home* easier for readers to navigate.

The Breakfast Table helps readers ease into the publication with the latest news. Write Home (letters to the editor) offers a £50 prize for the best letter to the editor and the Living Room includes the Family Panel and education reviews. The Treasure Trove offers readers over £30,000 worth of prizes for completing a readers survey. A new logo and a dingbat resembling the logo carry the home/family theme throughout the publication and are used in the Family Panel's "seal of approval."

Outdoing the competition

Distinguishing the July issue from other titles are two CDs mounted on an appendage to the magazine made of specially designed, bend-resistant cardboard. The discs contain the "world's first interactive preview" of Windows 95 and various game demos. On the cutthroat U.K. newsstand, where over 80 IT publications appear regularly, this packaging ensures high visibility for *PC Home*.

Another innovative feature taps into IDG's resources by including a monthly column on IDC research. The July issue highlights major points of IDC's most recent home study and gives contact and cost information for those interested in purchasing the study.

According to editor **Duncan Evans**, the new look and content is working for *PC Home*. Readers have responded with letters touting the magazine as more exciting than the competition, less condescending and a great place to shop. The redesign and a new sales team have helped to net *PC Home* its highest ad revenue in two and a half years.

One advertiser, Computech, a leading computer services company, has booked ad space in *PC Home* through the end of 1995, and the company's marketing manager said Computech noted a 5% sales increase within 10 days of running an ad in the July issue.

The August issue will again feature twin CDs, which are produced in-house by a team of IDG Media's developers. In a first for the U.K. market, *PC Home*'s August cover-mount will feature a CD containing the *Time Almanac 1990s* —a full-length commercial product that allows readers to access five years of articles from *Time Magazine*.

IDG Job Opportunities Update
Monday August 7, 1995

BOOKKEEPER (IDG)
The individual in this position will be responsible for accounts payable processing, vouchering and filing for one or more business units. High school diploma and 1-3 years experience required.

SENIOR PAYROLL BENEFITS ADMINISTRATOR (IDG)
Corporate Human Resources has an opening for a Sr. Payroll Administrator with a minimum of 5 years payroll experience in a multi-company environment. Responsibilities will include administering the payroll for numerous IDG divisions, directing workflow for the payroll staff and troubleshooting. Individual will be the key contact with the payroll vendor, ADP. Duties will also include administering IDG benefit programs. Candidate must be detail-oriented, possess strong customer service skills, and be able to organize tasks in a fast-paced environment. Experience with ADP required.

HUMAN RESOURCES ASSISTANT (IDG)
Ideal candidate will be responsible for administering HR programs, maintaining employee records and answering employee questions for several IDG business units. Excellent organizational and customer skills required. Solid PC skills essential. Previous HR administrative experience desired.

AD SALES DIRECTOR - WEBMASTER (CIO)
The individual in this position will be responsible for selling ad space in high tech startup publications. A minimum of 5 years experience essential. Extensive travel will be required.

ADMINISTRATIVE ASSISTANT (CIO)
CIO is seeking an administrative assistant to provide support to three managers. Individual must be detail oriented with a strong financial background. Experience with a Mac using Excel, Filemaker Pro and Microsoft Word software packages necessary. Responsibilities include data entry, purchasing, A/P maintenance, telephone coverage and telemarketing.

RESEARCH ANALYST, PERSONAL SYSTEMS - 2 Positions (IDC)
Ideal candidate should have 1-2 years experience in the personal systems business. Basic skills include writing, spreadsheet/forecasting, research/investigative capabilities and an understanding of the structure of the personal computer industry. This position will involve writing for weekly, quarterly and bi-annual program publications, assisting in the creation of forecasts on the desktop PC markets, assisting with client inquiries and meeting with vendors to learn about products and strategies. Organizational skills essential. (Framingham & Mt. View)

SR. RESEARCH ANALYST, WORKGROUP APPLICATION SYSTEMS PROGRAM (IDC)
Individual will manage and deliver a high-quality quantitative and qualitative research effort in workgroup/groupware and collaborative computing issues, including such segments as: document management, scheduling and information sharing. Primary responsibilities are bulletin and report writing and quality client service. Excellent writing skills are required. Strong marketing and research skills plus a solid knowledge of network, PC and/or enterprise software applications essential.

IDG Job Opportunities Update
Monday August 7, 1995

SALES ASSOCIATE (CW)
This individual will provide support to a District Manager with graphics presentations, word processing, database management and client support. A minimum of 2 years administrative experience along with strong PC skills necessary. Excellent communication and time management skills essential. Bachelors degree preferred.

COPY EDITOR / IW ELECTRIC (IW)
Primary responsibilities in this position include editing copy for grammar, spelling and style. Candidate must have a strong talent for writing compelling headlines and cutlines. A minimum of 2 years managerial and 4 years of copy editing experience with a business daily or a weekly computer trade publication necessary. Solid understanding of computer technology and the computer industry essential. He/she must be an expert in the latest electronic publishing tools and know or be willing to learn HTML. English or Journalism degree preferred.

TEST DEVELOPER, DESKTOP SYSTEMS (IW)
The person in this position will lead test suite development efforts, including programming and scripting of automated benchmarks. Technical knowledge of PC/Mac hardware, peripherals and operating systems required. Knowledge of MS Test and PERL a plus. Responsibilities will also include data analysis, writing copy on deadline and keeping informed of emerging technologies.

SYSTEMS SPECIALIST (IDG/B)
The selected candidate will provide computer software support, setup workstations, install software, train users and develop/maintain the inventory and maintenance schedule. This position requires 2-3 years experience and a high school diploma/trade school training.

ART DIRECTOR (IDG/B)
The Art Director will manage the cover development and production process for several book series and lines, from strategic, conceptual stages, through design, production and film, working with group publishers, brand managers and corporate marketing in the development of innovative product packaging. Responsibilities will also include sourcing and managing outside creative vendors and serving as liaison to sales, corporate marketing and other in-house departments regarding product marketing information and materials. A minimum of 3 years experience required, preferably in consumer products, book publishing or personal computers. Degree preferred.

ADVERTISING SERVICES SPECIALIST (IFTW)
The successful candidate will assist the Ad Services Manager in advertising sales support, promotions, research and other marketing projects. Strong communication and computer skills necessary. Experience in publishing, video game industry or consumer products for the youth market necessary. A promotions, marketing or advertising background preferred. Must be proficient on the Mac/PC with expertise in presentation software. College degree preferred.

IDG Job Opportunities Update

August 7, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IMS	Sales & Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Senior Payroll Benefits Administrator	Framingham, MA	P. Fowler	(508)935)4796
IDG	HR Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Financial Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Exec. Assistant / Travel Coordinator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Corporate Email Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Rsch	Research Assistant	Framingham, MA	D. Volpe	(508)935-4192
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Ad Sales Director - Webmaster	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	M. Cornetta	(508)935-4734
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Sr. Research Analyst, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Electronic Delivery Coordinator	Framingham, MA	D. Miller	(508)935-4133
IDC	Group Operations Manager	Framingham, MA	E. Martin	(508)935-4649
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Research Analyst, LAN - Routers	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Analyst, Printers	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Accounts Coordinator	Mt. View, CA	E. Martin	(508)935-4649
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Lotus Notes Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CW	Sales Associate	Irvine, CA	T/ Lehane	(415)347-0555
CW	Managing Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Associate Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Media Director	Framingham, MA	S. Perry	(508)820-8160
CW	Account Executive	Framingham, MA	T. O'Connor	(508)820-8556
CW	District Sales Manager, Southeast Region	TBD	B. Hockswender	(404)931-8104
CW	Western Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Senior Copy Editor	Framingham, MA	J. Chutchian	(508)820-8574
CW	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	C. Chupka	(508)820-8162
CCI	Associate Publisher / Publisher	Peterborough, NH	J. Engel	(603)924-7271
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IVI	IT Reseach Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
EMS	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Executive Assistant	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
EMS	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
IW	Copy Editor / IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	HR Assistant	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	News Editor, IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0556
IW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

August 7, 1995

Division	Title	Location	Contact Mgr.	Phone
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Assistant Art Director	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Exec / Inside Partner (3)	CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Art Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Corporate Marketing Services	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Sales Assistant	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Sales Dir., Mass Markets/Nat'l Accts.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Subsidiary Rights Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Direct Mail Customer Service Rep.	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Design Specialist	Indianapolis. IN	J. Maroney	(317)596-5222
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	New Account Specialist	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manager, Financial Analysis & Planning	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Managing Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
Publish	Account Manager	San Francisco, CA	F. Lee	(415)267-1722
Sunworld	Advertising Sales Mgr./ SunWorld On-Line	San Francisco, CA	F. Lee	(415)267-1722
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Account Manager, Multimedia World	San Francisco, CA	C. Jarmul	(415)250-8014
PCW	Marketplace Account Representative	San Francisco, CA	C. Jarmul	(714)250-8014
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	Performance Analyst (2)	San Francisco, CA	S. Silvius	(415)978-3397
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
MAC	Administrative Assistant	Framingham, MA	M. Chow	(415)978-3272
MAC	Office Manager	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Advertising Services Specialist	San Mateo, CA	S. Crown	(415)286-2598
IFTW	Expo Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Marketing Manager/Expos/Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Director, Expos, Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / E2	Los Angeles	K. Lynch	(415)286-2594
IFTW	Regional Manager / GamePro	San Mateo, CA	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594

Customer Input Adds Value to *NW*'s Strategic Planning Meeting

WITH NOTES FROM THE CUSTOMER FEEDBACK SESSIONS BEHIND THEM, NETWORK *World staff members take a break during their planning meeting. (From left):* ***John Gallant, Colin Ungaro*** *(seated),* ***Bill Reinstein, Mary Cornetta Brown, Jeff Pennett, Virginia Lehr, Mary Kay Newton, Joan Pinksky, Mary Fanning, Deb Winders, Evilee Thibeault.***

Listening to the needs and concerns of their valued customers was the centerpiece of *Network World*'s annual strategic off-site meeting held in New York earlier this summer. Overall, the group aimed to develop a collective understanding of marketplace opportunities, challenges and trends as well as organizational strengths and weaknesses to factor into *NW*'s three-year strategic plan.

As part of the meeting, the *NW* executive committee invited three panels to attend, one each of readers, advertisers and advertising agencies, and asked them three questions:

- What keeps you awake at night?

- What one or two products, services or events could *Network World* provide that would help your role in business?

- What are some of the longer term network-related trends that you perceive need to be reckoned with as we plan our strategies for the next three years?

The group met with each panel for two hours, and IDG consultant Bob Miller facilitated each session so the entire committee could fully participate. The *NW* team then broke into subgroups to work through the data. On the last day of the meeting the committee finalized its strategic plan.

"We really learned a lot more than we could have in isolation, or even by taking a gut-level pulse of the market," said *NW* President **Colin Ungaro**. "It's always best to have your whole management team there [editing, marketing/sales, human resources, etc.] so they can gain an appreciation of what our different constituencies are thinking about."

Ungaro credited CIO Communications President **Joe Levy** for inspiring *NW* to invite customers to the off-site session; *CIO* used the same planning method for its annual meeting last summer.

CORRECTION

IDC's home page address was listed incorrectly in the July 24 issue of *World Update*.

The correct address is http://www.idcresearch.com

U.K.'s Mac Line-Up Expands

Responding to Apple's renewed push into the U.K. PC market, IDG Media has launched the U.K.'s first Mac-entertainment-dedicated title and retooled *Macworld* to incorporate the findings of its latest reader survey.

MacAction
Hot Stuff!
MacAction

With the launch of *Mac Action*, IDG Media is "selling Apple's market expansion, not just the publication," said Assistant Publisher **Karen Williams**. Apple has begun bundling game software with its products; launched a major mainstream ad campaign via television, print and radio; increased distribution channels and, to raise the company's profile and increase press coverage, is giving away Macs to journalists.

Billed as 100% Macintosh entertainment, the May inaugural edition had a distribution of 40,000 and a sell-through of 14,000 on the newsstand — rivaling *Macworld*'s highest sell-through of 17,000. *Mac Action* is published monthly, and each issue has a game preview cover mount CD or floppy disk.

Macworld responds to its readers

Many suggestions from it's May '95 Reader Survey have been incorporated in the revamped publication, largely reflecting the increasingly technical needs of readers. The new *Macworld* includes more hints and tips and more testing and reviews from the U.K.'s Macworld Labs. Editorial has been enhanced by 30% resulting in the largest issue to date — 196 pages, up from 164. The issue contains 100 pages of advertising, marking the fourth consecutive month ad revenues have been over £100,000.

IDG launched *Macworld* in the U.K. in 1986 but only last year began selling the magazine on the newsstands. Williams, who also serves as marketing manager for *Macworld*, said that advertisers had worried that newsstand distribution would dilute the quality of readership. This latest reader survey has proven that fear unfounded.

NOTEWORTHY

PROMOTIONS

SPARROW

IDG WORLD UPDATE

Donna Sparrow, formerly electronic delivery desktop publishing specialist for IDC Publications, has been named supervisor, Electronic Publications. "During the last year Donna has been a key player in bringing IDC's research into Lotus Notes, CD-ROM and other electronic formats," said Director of IS **Mike Levi**. In her new position, Donna, a 12-year IDC veteran, will be the primary interface between the paper and electronic publishing groups.

Laura Rosenga, formerly senior accountant at Infotainment World, has been promoted to accounting manager. "Laura has been with IFTW since October 1993, and during that time has proven to be an invaluable addition to the Accounting Department," said IFTW Controller **Carmen Mangion**. "She does what it takes to get the job done, and at Infotainment World, given the multitude of priorities that surface daily, this is quite a feat."

NEW EMPLOYEES

SCHAFER

IDG WORLD UPDATE

IDC welcomes a pair of new employees. As a human resources assistant, **Heidi Schafer** will support IDC's HR director and representatives. She received a BS in psychology from the College of the Holy Cross and counts volleyball, reading and art among her favorite out-of-the-office pursuits.

Gary Byrne is a second-shift copy editor for IDC. Gary is no stranger to IDG operations, having worked as a copy editor and new product writer at *Computerworld* as well as serving as associate editor for the IDG News Service. Gary has a BS in journalism from Suffolk University and lists swimming, tennis and dining out among his hobbies.

PC World welcomes a host of new employees. **Rhonda Gutierrez** has signed on as a sales assistant. Rhonda's past work experience includes a similar position at *Digital News*. She enjoys collecting and refinishing antique furniture.

WEISBACH

JANE DAVEY

Shira Weisbach has been hired as circulation promotion manager for *PCW*. Before joining the publication, Shira was marketing manager for MIG Communications. She has a BA in communications from the University of California/Berkeley and an MBA from San Francisco State University. Her free time is devoted to hiking, running and spending time with her three-year-old twins.

McGEE

JANE DAVEY

Ulla McGee has joined *PC World* as a management associate, working with CEO **Pat Kenealy**. Ulla is a graduate of Stanford University with a BA in communications. Outside the office she enjoys backpacking and playing piano.

BAYLE

JANE DAVEY

Previously associate project manager at Stanford University's U.S.-Japan Technology Management Center, **Michael Bayle** is also a management associate at *PC World*. Michael earned a BS in computer science, a BA in Japanese and an MS in computer science from Stanford University. His outside pursuits include basketball, biking, Mah-jong and "Japan-related stuff."

ZUCKER

JANE DAVEY

Daniella Zucker is a new customer service specialist in *PC World*'s circulation department. Daniella earned a BA in cultural anthropology from the University of California/Santa Barbara and worked previously as a department supervisor at Barnes & Noble bookstore. Literature, travel and gardening are her favorite outside activities.

Kelly Ewing has joined IDG Books in Indianapolis as a copy editor. Kelly worked most recently as communications coordinator for Noble Centers where she wrote, edited and designed seven newsletters. A graduate of Franklin College with bachelor's degrees in journalism and French, Kelly is a freelance sportswriter for *The Daily Journal*.

Amy Kezerian has joined Active Media, Inc. as a features editor for *Digital Video*. Before joining the company, Amy worked as a senior research editor for *National Geographic*. She has a BA in history from Wheaton College and a masters degree in international relations from John's Hopkins University. Her outside interests include running, tennis and playing piano.

Barbara Shenker is a telephone interviewer for *Computerworld*. A graduate of St. Joseph College with a BA in English, Barbara also completed the fellowship program at the University of Vermont/Burlington. Barbara spends much of her free time as a consultant to nonprofit organizations. She is a member of the City Service Committee of Women in Development and serves as chairperson of Crafts at the Castle Auction, a holiday event to benefit Family Services of Greater Boston.

TRANSFERS

Previously *Network World* Direct Response Ad Coordinator, **Debi McKenna** has transferred to *NW*'s Digital Imagaing Services department where she will work as an imaging specialist. Debi joined the company in 1993 as an ad coordinator.

Most recently senior editor for *InfoWorld*, **Doug Barney** has joined *Network World* as news editor. Doug began his IDG career in 1984 as an associate editor for *Micromarket World*. He has since served as senior editor, microcomputing at *Computerworld* and was editor of *Amiga World* for three years in Peterborough, N.H.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Karen Elliott - Computerworld
Zvonimir Lepusa - IDG Germany
Dagmar Pitschek - IDG Germany

EIGHT YEARS
Mary Fleury - Computerworld

SEVEN YEARS
Steven Irvin - InfoWorld
Julie Gilbert - IDG New Zealand
Graeme Martin - IDG New Zealand

SIX YEARS
Lisa McKeon - InfoWorld
Josef Gruber - IDG Germany
Peter Revai - IDG Switzerland
Meg Rogers - IDG New Zealand
Fredrik Landergren - IDG Sweden

FIVE YEARS
Beat Hochuli - IDG Switzerland
Nicklas Mattson - IDG Sweden
Bob Pinchin - IDG New Zealand

FOUR YEARS
Bill Bernardi - Network World
Wendy Sharp - Macworld
Andrew Mattus - InfoWorld
Anita Andersson - IDG Sweden
Chris Keall - IDG New Zealand

THREE YEARS
Anja Thybo - IDG Denmark
Belinda Chlouber - Macworld
Doyle Russell - IDG
Anders Lotsson - IDG Sweden
Pamm Prince - Computerworld

TWO YEARS
Denice Richards - Computerworld
Michele Silverio - IDG Research Svcs.
Piper Fowler - IDG
Warren Scott Frank - IDG Marketing Svcs.
Julie Compton - InfoWorld
Andrea Malcolm - IDG New Zealand

ONE YEAR
Doreen Chin - IDG Books
Dwight Ramsey - IDG Books
David Gumerson - IDG Books
Tamara Castleman - IDG Books
Cecilia Hernandez - IDG Books
Janet DeLeon - IDG Books
John T. Connor - IDG Books
Jennifer Wallace - IDG Books
Mike Kelly - IDG Books
Leslie Johnsen - IDG Books
Stig Seberg-Sørensen - IDG Denmark
Scott Tharler - PCW Newsletters
Angela Stenberg - InfoWorld
Håkan Ogelid - IDG Sweden
Ulrika Sandhill - IDG Sweden
Sanne Nielsen - IDG Denmark
William Helling - IDG Books
Dale Stefani - IDG Books
Melissa Duffy - IDG Books
Jasmijn van Dijk - IDG Netherlands
Vinicius Souza - IDG Brazil
Thomas Dassel - IDG Germany
Michael Schelhorn - IDG Germany
Anders Sjölander - IDG Sweden
Lotta Wikström - IDG Sweden
Brigitte Pahus - IDG France
Annie Wee - IDG Singapore
Eva Rempfler - IDG Switzerland
Peter Davison - IDG New Zealand
Lloyd Davy - IDG New Zealand
Bill Haines - IDG New Zealand
Peter Kane - IDG New Zealand
Shelia O'Brien - IDG New Zealand
Harvindar Singh - IDG New Zealand
Kristina Richards - IDG New Zealand
Carey Perez - Infotainment World

CALENDAR

OBJECT WORLD
August 13-17
Moscone Convention Center
San Francisco
Contact: Terry Merrell
Object World
Tel: 508-820-8681

INTERNATIONAL COMPUTER NETWORK & MULTIMEDIA TECHNOLOGY & APPLICATION EXPO
August 20-24
China Shenzhen Scientific Hall
Shenzhen, China
Contact: IDG Shenzhen
Tel: 86-755-224-0047

COMPUTERWORLD EXPO
August 22-24
Michael Fowler Centre
Wellington, New Zealand
Contact: IDG New Zealand
Tel: 64-9-377-9902

PRODUCTION FUNCTION MEETING
September 11-13
Morrison House
Alexandria, Va.
Contact: Susan Miller, FCW
Tel: 703-876-5117

EUROPEAN IT FORUM
September 4-6
Hotel Meridien Montparnasse
Paris
Contact: Myriam De Greef, IDC U.K.
Tel: 44-171-414-0262

THE THREE GOLDEN PRODUCTS SYSTEM EQUIPMENT EXPOSITION
September 15-20
The First City of Electronics
Beijing, China
Contact: Great Wall World Exhibition Co.
Tel: 86-022-9140334

WAVE VI: BUYING IT IN THE '90s
Research preview for IDG employees
September 15
Westin San Francisco Airport
San Francisco
Contact: Jennifer Rizzo, IDG Mkt. Svs.
Tel: 617-534-1258

MACWORLD EXPO/MEXICO CITY
September 19-21
Hotel Maria Isabel Sheraton
Mexico City
Contact: IDG Mexico
Tel: 52-2-669-4454

WAVE VI: BUYING IT IN THE '90s
Research preview for IDG employees
September 20
Holiday Inn Crowne Plaza
Natick, Mass.
Contact: Jennifer Rizzo, IDG Mkt. Svs.
Tel: 617-534-1258

CD-ROM EXPO & CONFERENCE
Sept. 20-22
World Trade Center
Boston
Contact: Mitch Hall Associates
Tel: 617-361-8000

CELEBRATING 10

Audrey Abbott-Ruiz

AUDREY ABBOTT-RUIZ RECENTLY ENJOYED DINNER WITH IDG *Chairman* ***Pat McGovern*** *at Boston's Ritz-Carlton in honor of her 10th anniversary with the company.*

HOME: Framingham, Mass.

JOINED COMPUTERWORLD: January 1985, as an assistant to the publisher.

CURRENT TITLE: Manager of Trade Shows and Conventions. Responsible for managing *CW*'s participation in 31 shows throughout the year and overseeing the coordination of all *Computerworld*-sponsored events.

JOINED IDG BECAUSE: I had been working for a health care organization that more often than not asked us to "hold" our paychecks for a few days. I was looking for employment with a well-established firm — it was pure luck that I was looking when *CW* had some openings — thanks Alice!

BEST PART OF YOUR JOB: The diversity and the people!

DID YOU THINK YOU'D BE HERE 10 YEARS? Quite honestly, no. However, it was only a matter of a few months before I realized that I had stumbled upon a wonderful opportunity.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS: Aside from the fact that no two days are ever the same, it was obvious that the career opportunities/growth potential at *CW* far exceeded those at other organizations. Also, I have a tremendous amount of respect for the management team at *CW*.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: A simple "thank you" does it for me.

MOST REWARDING THING YOU'VE EVER DONE: Being a single parent for six and a half years has probably been the most rewarding experience — not always an easy one, but as my 9-year-old daughter grows, I can see that some of the experiences we shared shaped her into the young lady she is today.

INTERESTS OUTSIDE THE OFFICE: Spending time with my family, golfing, camping, cooking and reading.

FANTASY JOB: If I knew then what I know now, I would have become a "professional student" and stuck it out to become a lawyer.

DREAM DESTINATION: Switzerland.

MANAGER'S PROFILE: "Audrey handles *Computerworld*'s busy trade show schedule with aplomb. She is a committed and dedicated team player in *CW*'s marketing department."

— ***Mary Doyle**, director of marketing communications, CW*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 33

August 14, 1995

CD SOLUTIONS INKS DISTRIBUTION DEALS FOR THE INTERNET FOR EVERYBODY
PAGE 2

IDG, IDC FRANCE TEAM UP TO PRODUCE ONLINE CONFERENCE FOR HIGH-LEVEL EXECS
PAGE 5

IDG HUMAN RESOURCES HELPS BOSTON-AREA TEENS ACQUIRE JOB HUNTING SKILLS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

CW Recruiting Conference Draws Overflow Crowd

Computerworld's Professional Development Division announced that its fourth annual Corporate Technical Recruiting Conference, held earlier this summer in Englewood, Colo., achieved a record attendance, with 300 recruiting professionals in paid attendance and more than 100 on a waiting list.

1995
CORPORATE
TECHNICAL
RECRUITING
CONFERENCE
COMPUTERWORLD

"The solid interest and growth in this annual event underscores the challenges recruiters face in finding technical talent quickly and efficiently," said **Derek Hulitzky**, conference chair and director of marketing for *Computerworld*'s Professional Development Division.

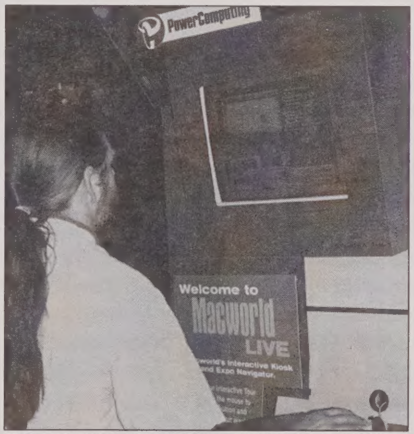
Key experts delivered presentations and papers at the conference including **Frank Cutitta**, president of International Marketing Services, who discussed the "Intercultural Aspects of Business Communication."

Other sessions included "Recruiting and Your Own Career Path" and "Recruiting Basics," by Gale Hiering Varma, director of human resources for Deloitte

• CONTINUED PAGE 4 •

Macworld Scoop Debuts Online

Online distribution allows magazine to beat competition despite monthly publication schedule; story gets international pick up



POTENTIAL USERS FLOCKED TO THE *Macworld booth at last week's MACWORLD/Expo, where the company officially launched its Macworld Live online service.*

IDG WORLD UPDATE PHOTOS

MW SENIOR EDITOR CHARLES PILLER *(second from left) meets with attendees at the show. His story, "Apple Says No to IBM's Macintosh" was "the talk of the expo."*

While publication schedules generally prevent monthly magazines from breaking news stories, apparently someone forgot to tell *Macworld*. For the fifth time in as many months, *Macworld* has scooped the competition with an important story that could have major implications for the Macintosh market.

Last Monday *Macworld* broke a story about Apple, IBM and the effort to bring the Mac OS to IBM's PowerPC Reference Platform (PReP). And, despite the fact that *Macworld* subscribers won't read the story until the October issue mails this week, online readers got the news via the monthly's new Macworld Live online service, which was formally launched at last week's MACWORLD/Expo in Boston.

"The effort to produce this story was extraordinary," said **Galen Gruman**, *MW* executive editor. "Senior Editor **Charles Piller** used his extensive contacts and knowledge of the Mac clone industry, both in the U.S. and abroad, to nail down the story. **Danny Lee**, **Mark Hurlow** and **Tim Warner** of *Macworld* Labs tested the Mac OS running on three PReP machines, Art Director **Sylvia Benvenuti** was able to get magazine-

• CONTINUED PAGE 4 •

IN BRIEF

IDC Emphasizes Customer Service in Full-Day Training

DANA MILLER

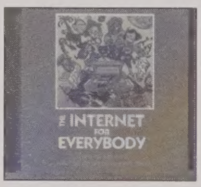
A GROUP OF IDC STAFF MEMBERS BREAK FOR LUNCH OUTSIDE *the Framingham office during the second annual Customer Service Training Day where the emphasis was on communication skills.*

Staff from IDC's Finance, Publications and Copy, Human Resources, IS and Telecom departments, as well as Library and Mailroom employees and group operations coordinators participated in the company's second annual Customer Service Training Day in June.

The customized training was designed and conducted by an outside consultant to focus on communication and listening skills. IDC President **Kirk Campbell** cited studies that show on average we pay attention to only 25% of what is being said. Examining and practicing good listening techniques and improving customer interactions were the primary objectives of this day-long training. 🖳

CD Solutions Signs Multiple Distribution Deals for *The Internet for Everybody*

IDG's CD-ROM publishing unit, CD Solutions, Inc., recently reached agreement with several distributors to bundle *The Internet for Everybody* with other titles or to sell it at retail. *The Internet for Everybody*, introduced early this year, sold more than 100,000 copies in its first six months and was named a "best seller" by CD-ROM Warehouse.



The title is the first in the CD Solutions Library, an education and reference set of CD-ROMs for the small business and work-at-home markets, which helps users make the best use of their information technology investment to grow their business.

"We find that teaming to co-market our titles is the most efficient way to reach our end markets," said **Paul Earl**, president of CD Solutions. "We have several deals pending with other publishers who are looking to bundle our titles with related ones in offering value packs to their customers."

CD-ROM Wholesale, based in Chicago, will include *The Internet for Everybody* in its four-title bundle, "Internet Plus," that will be distributed starting in late August.

The *MacWarehouse* catalog has also opted to include the same disc in a three-title business bundle being released this month. Creative Computers agreed to sell the disc in its four retail stores, located in California, and will include it in the next three issues of their *PC Mall* catalog. 🖳

SHORT TAKES

ExecuTrain has introduced a line of instructor-led and multimedia-based Windows 95 classes to help companies make the transition to the Microsoft operating system. The curriculum includes new features courses and introductory and intermediate courses. An advanced Windows 95 administration course will be offered later this year.

Although Windows 95 is expected to far exceed the capabilities and features of Windows 3.1, its dramatically different interface and new capabilities will make even "power users" stop to take a second look, the company said, citing research from IDC which predicts that today's Windows 3.1 users will require several hours of training to learn the new operating system.

According to IDC, training costs for Windows 95 are expected to run upwards of $135 million for 1995 alone, growing to almost $800 million in 1998.

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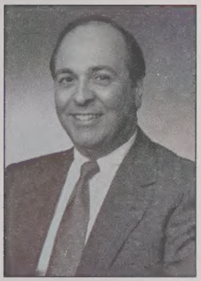
PC WORLD
ACTION CARDS
$50,000
available in total prizes!
Look inside! 10 FREE HOURS on America Online!

For the second year in a row, ***PC World***'s card deck has been honored by Solar Press for package design excellence in the side-by-side category. Assistant Production Manager, *PCW* Action Cards **Nancy Jonathans** worked with an outside designer and oversaw production of the deck.

"The burst and fat lettering used in this design give it a 'pop art' look that definitely makes you sit up and take notice. The overall design helps to reinforce the idea that 'action cards' are inside. The vibrant colors would stand out in any mailbox," noted the judges.

ON LINE



JIM CASELLA

IDG's Chief Operating Officer is this week's columnist.

Q In contrast to the previous CSC management team — who spent all or most of their careers with IDG — the current group, with the exception of Pat McGovern, consists of three people who have been with the company for relatively short periods of time (Kelly 6 years, you 3 and a new CFO). What message does this send to employees with regard to IDG's commitment to promote from within?

A As a company IDG has a long history of promoting from within. We post major positions, like the CFO opening, and conduct an open search for the best person to provide leadership and expertise in a particular role. In the case of Kelly and myself, we were both in other business units within IDG prior to moving into our current roles and have a full knowledge and respect for the corporate values and culture that make IDG a very unique and special company. In looking for a CFO, we conducted a search for someone that had operated successfully in a decentralized environment and would be able to work well with the other executive committee members and the business unit heads worldwide. We believe that we found that person in Gene Gartlan. He most recently was the CFO of the publishing business at International Thompson, which is also a very decentralized media company. I trust you will find all the current executive committee members (Pat McGovern, Kelly Conlin, Gene Gartlan, Ted Bloom, Marion Kibbee and myself) in our roles for the foreseeable future. This past year has really been a transition year with the retirements of Walter Boyd and Bill Murphy. As Walter pointed out to me recently, I am only the second COO of IDG! The current team has a great foundation upon which to build. Pat, Walter and Bill were a truly unique team, one of which we can all be proud to have worked with.

How did IDG do in the third quarter?

The third quarter was a very difficult one for IDG. The delay in the release of Windows 95 impacted advertising pages and book releases for all of our business units throughout the world, and we continued to experience major paper price increases. I am happy to report that we see advertising momentum returning with the imminent release of Windows 95 and that our business units have absorbed the paper increases and are working to restore their operating efficiencies to prior levels. I believe that the fourth quarter will give us the momentum we need to have a very strong first quarter in FY96. It should also help us regain some of the ground we lost in the third quarter.

How expensive is it for IDG to have employees from an IDG unit in one country transfer to work in another?

It is very expensive to have employees from one country work in another country for extended periods of time. The total bill can add up to anywhere from two to five times the employee's normal annual salary due to tax equalization issues, housing, cost-of-living adjustments, private schools for children, relocation expenses and travel to the employee's home country for occasional visits.

In IDG's decentralized organization, it has proven to be most effective to have nationals, who are well-acquainted with their home market, its customs and culture, employed in their home countries.

In rare situations, IDG has employed expatriates when their knowledge of a particular product or market has benefitted the host country. Examples include **David Ushijima** who worked at *Macworld Japan* and **Kim Myhre** at IDG Marketing Services/Europe, Middle East and Africa. Of course, language skills are also important for an effective transfer of knowledge and customer interaction.

IDG does support global sharing of knowledge through its Global Product Support Centers, global product line meetings and the Global Fellowship Program. The Global Fellowship Program allows for short-term transfers from one country to another. **Oscar Kneppers** from the Netherlands is spending the summer months with *Macworld* U.S. studying the online market. Previously, **Fernando Rodriguez Cabello** from Spain spent a few months with the *PC World* Test Center in San Francisco. The program is coordinated through IDG Corporate Human Resources in conjunction with the appropriate GPSC. Interested individuals may contact their business unit HR director for more details.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

MACWORLD

continued from page 1

quality photos turned around in newspaper-like time and thanks to Designer **Martha Katt** and the copy desk and production staff, we have a special report format in our news section and were able to devote five pages to it."

A number of newspapers including *The New York Times*, *The Boston Globe*, *USA Today*, *The Wall Street Journal/Europe* as well as the Associated Press carried stories based on the *MW* report. *Macworld* also shared its information with the entire family of IDG publications worldwide via the IDG News Service, which carried the story last Monday.

"The story was the talk of the Expo," noted Gruman, "which is exactly what we hoped it would be."

This is not the first time that *Macworld* has broken such important news on clones, noted Gruman. In April, the publication carried exclusive coverage of the first Mac clones from Power Computing. In August, *Macworld* had the first coverage indicating that Apple had pulled back from its earlier commitment not to push widespread cloning of the Mac. The magazine was also first to report, in its September issue the story that IBM had decided not to make Mac clones using the current Mac architecture, and it was the first to carry the story that Apple has decided to port its current System 7.5 to the joint Apple/IBM platform sometime in 1996, rather than just the next-generation Copland Mac OS due mid-to late 1996, Gruman said.

Macworld Online's WWW site is at: http://www.macworld.com.

IDG News Service Seeks to Fill Posts in London, Paris

The IDG News Service is considering adding an entry-level editorial position to its Paris bureau and is seeking references from IDG editors for qualified candidates. The proposed position will be responsible for a wide variety of editorial support functions including various clerical duties, research, writing short news items (in English) and a significant amount of copy editing. The ideal candidate would be an EU citizen fluent in both French and English, with some journalism training and/or experience. Other European language skills would also be a big plus.

The News Service is also seeking an experienced, high-energy journalist to cover the U.K. computer and communications markets from its bureau in London. The ideal candidate has three to five years of IT reporting experience, a broad understanding of the European IT industry and a good command of AP-style newswriting.

For more information or to submit references, contact IDG News Service Editor-in-Chief **Rob Garretson** at tel: 617-423-1052 or by E-mail at Internet address: rob_garretson@idg.com or BusinessTalk address: R.Garretson.

CORRECTION

The Aug. 7 issue of *IDG World Update* listed two incorrect dates for presentation of highlights from IDG Marketing Services' Wave VI of Buying IT in the '90s research. The correct dates are as follows.

IDG PREVIEWS:
Sept. 15, San Francisco
Westin San Francisco Airport

Sept. 20, Natick, Mass.
Holiday Inn Crowne Plaza

Sept. 20 Rochelle Park, N.J.
IDG Sales Office

CLIENT PRESENTATIONS:
Sept. 22, San Francisco
Ritz-Carlton

Oct. 2, New York
Macklowe Hotel

Oct. 3, Boston
Westin Hotel Copley Place

COMING SOON...

A DAY IN THE LIFE OF IDG

Many thanks to all of you who sent photographs for the upcoming special issue of the *IDG World Update*, A Day in the Life of IDG. Selecting from among the hundreds of photographs we received from all over the world has been a challenging task, but we're almost done! The issue — all 48 pages of it — will appear on September 11. Keep an eye on your mailbox!

COMPUTERWORLD

continued from page 1

& Touche; "Candidate Selection," by Dr. William Swan; "Compliance Update on the ADA and Diversity Issues," by W. Gary Fowler of Jenkens & Gilchrist, and "Teleworking: Commuting on the Information Superhighway," from David Petrie, product support manager of Infonet Services Corp. In addition attendees participated in a Town Hall Forum moderated by Dick Miller, director of corporate recruiting at Compuware, and a morning-long Recruitment Challenge case study led by Professional Development Division VP and General Manager **John Corrigan** in which attendees analyzed a real-world recruitment situation complete with resumes and candidate selection.

The conference is designed for individuals who recruit technical professionals directly for their organizations. In addition to producing this annual conference, *CW*'s Professional Development Division handles production of the weekly Computer Careers pages in *Computerworld* and offers a comprehensive array of resources that facilitate the professional development process for those involved in the IS profession, including job seekers, recruiters, managers, educators and students. Its new home page on the World Wide Web is called the Center for Professional Development and provides information services to IS job seekers. The Internet address is: http://careers.computerworld.com.

IDG Job Opportunities Update

Monday August 14, 1995

ADMINISTRATIVE ASSISTANT (IDG)
The individual in this position will provide administrative support to IDG's Corporate Finance Department. Responsibilities include transcribing dictation, maintaining office files, screening and/or referring telephone calls plus additional projects as needed. Excellent secretarial, organizational and interpersonal skills required. Knowledge of presentation graphics software a plus.

ASSOCIATE EDITOR (CIO)
The individual in this position will edit copy for content, organization, clarity and completeness. He/she will work closely with in-house and freelance writers on story development and assist in idea generation. Individual will write occasional short items. A minimum of 3 three years editing experience necessary.

COPY EDITOR (CIO)
The selected candidate will edit copy for style, clarity and correctness. Individual will proof materials at various stages of production. Responsibilities will include working with the managing editor, production editor and art department to coordinate copy flow. He/she will write occasional short items. A minimum of 2 years copy editing experience required.

ACCOUNT EXECUTIVE (NW)
Successful candidate will prospect for new clients, sell advertising space and maintain existing space in Direct Response Advertising sections. Excellent communication skills essential. Individual must be computer literate (Mac) with knowledge of Filemaker Pro. Prior sales experience a plus.

RESEARCH MANAGER, OBJECT TOOLS (IDC)
Candidate will conduct and write research using primary and secondary sources. He/she will be involved in specialized primary research and regular, significant involvement in Marketing, Consulting, and Sales activities. Individual will supervise a senior analyst and contractors on a project basis. Should be a recognized internal expert. Presentation skills are necessary. BS/BA plus 6-10 years experience required. Knowledge of object technology product markets essential.

SENIOR MARKETING SPECIALIST (CW)
The Senior Marketing Specialist will work on two newly created divisions, Events and Conferences and Electronic Media. Responsibilities include developing and managing the design and production of marketing tools in addition to maintaining project schedules and marketing budgets for these divisions. Strong creative writing skills and some DTP experience required. Proficiency in Windows bases PC environment required. Mac experience a plus. A minimum of 5 years business experience plus 3 years marketing experience necessary.

MARKETING SPECIALIST (CW)
The responsibilities of the Marketing Specialist include marketing and sales support functions including research, packaging, newsletters, media kit and sales presentations. Duties will also include working with the national sales staff and sales administration to develop and carry-out merchandising programs, general advertising sales support and presentations. Excellent communication skills essential. A minimum of 3-5 years experience in a sales/marketing environment necessary.

REPORTER (IW)
InfoWorld is seeking an energetic, aggressive reporter to cover hardware technology. Individual must have a proven ability to break news and have an interest in the technology they cover. A minimum of 2 years reporting experience covering the PC industry required.

IDG Job Opportunities Update

Monday August 14, 1995

SENIOR ACQUISITIONS EDITOR (IDG/B)
Ideal candidate will develop new product ideas to fully exploit opportunities for Internet world branding. Individual will be responsible for 10-15 titles per year, including finding and signing an additional 10-15 titles per year in support of the core programming series. He/she will attend conferences and seminars plus prepare and oversee the launch of new series and titles. Candidate will assist with sales and marketing functions and manage relationships with authors. Industry knowledge along with writing and publishing experience essential. College degree required.

EDITORIAL ASSISTANT (IDG/B)
The Editorial Assistant will provide administrative support and general editorial assistance to a team of editors. Candidate should have strong communication and organizational skills. Project management and time management skills are necessary. Must be computer literate (Mac).

MARKETING ASSISTANT (IDG/B)
The individual in this position will perform general clerical duties, assist with preparation of sales conference materials, sales kits and newsletters and do market research as needed. Strong communication skills are necessary. Must be Mac literate. College degree or equivalent experience preferred.

EVENTS MANAGER (IDG/B)
Successful candidate will plan and execute 2-4 domestic sales conferences and 2 international sales conferences annually. Responsibilities will include sourcing and managing outside vendors, planning and executing trade show booths and special events. A college degree with a minimum of 4 years experience in event and trade show planning, preferably with a consumer products, book publishing or high tech background required.

PAGE LAYOUT TECHNICIAN (IDG/B)
The Page Layout Technician will do page layout using the Macintosh computer and peripherals. A thorough knowledge of Aldus Pagemaker or QuarkXPress required. A working knowledge of MS Word necessary. Creativity a must.

DIRECTOR OF ONLINE DEVELOPMENT (MAC)
The ideal candidate for this position will develop a consistent and informed strategy for generating Macworld online revenues. This position requires 5 years experience in advertising sales with a computer-related publication and 3 years online experience with personal accounts on one or more commercial services and one or more internet providers. Individual should have legal expertise in issues regarding digital and online media dissemination.

SYSTEMS SPECIALIST (IFTW)
Ideal candidate will provide software/hardware support for 100+ Macintosh workstations on a Novell network. Individual must be proficient with the operation of Macintosh System Software, most major Macintosh DTP (Quark, Photoshop, Illustrator) and business software applications. Familiarity with DOS, Windows and Ethernet & IPX protocol a plus. Macintosh certification preferred. Excellent customer service and organizational skills required.

IDG Job Opportunities Update

August 14, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IMS	Sales & Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Senior Payroll Benefits Administrator	Framingham, MA	P. Fowler	(508)935)4796
IDG	HR Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Financial Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Exec. Assistant / Travel Coordinator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Corporate Email Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
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IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
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CIO	Copy Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Ad Sales Director - Webmaster	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Associate Editor	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Administrator, Executive Programs	Framingham, MA	M. Cornetta	(508)935-4734
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	M. Cornetta	(508)935-4734
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	M. Cornetta	(508)935-4734
IDC	Research Manger, Object Tools	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Sr. Research Analyst, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Electronic Delivery Coordinator	Framingham, MA	D. Miller	(508)935-4133
IDC	Group Operations Manager	Framingham, MA	E. Martin	(508)935-4649
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Research Analyst, LAN - Routers	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CW	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556

IDG Job Opportunities Update

August 14, 1995

Division	Title	Location	Contact Mgr.	Phone
CW	Sales Associate	Irvine, CA	T/ Lehane	(415)347-0555
CW	Managing Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Associate Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Media Director	Framingham, MA	S. Perry	(508)820-8160
CW	Account Executive	Framingham, MA	T. O'Connor	(508)820-8556
CW	District Sales Manager, Southeast Region	TBD	B. Hockswender	(404)931-8104
CW	Western Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Senior Copy Editor	Framingham, MA	J. Chutchian	(508)820-8574
CW	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	C. Chupka	(508)820-8162
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IVI	IT Research Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
EMS	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Executive Assistant	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
EMS	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
IW	Reporter	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor / IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	HR Assistant	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	News Editor, IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0556
IW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Technical Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Exec / Inside Partner (3)	CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Marketing Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Events Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Art Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Sales Assistant	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Sales Dir., Mass Markets/Nat'l Accts.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Subsidiary Rights Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Direct Mail Customer Service Rep.	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Design Specialist	Indianapolis. IN	J. Maroney	(317)596-5222
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222

IDG Job Opportunities Update

August 14, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	New Account Specialist	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Editorial Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
Publish	Account Manager	San Francisco, CA	F. Lee	(415)267-1722
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Account Manager, Multimedia World	San Francisco, CA	C. Jarmul	(415)250-8014
PCW	Senior Associate Editor-News	San Francisco, CA	A. Reinhardt	(415)978-3195
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	Framingham, MA	M. Chow	(415)978-3272
MAC	Office Manager	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Advertising Services Specialist	San Mateo, CA	S. Crown	(415)286-2598
IFTW	Expo Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Marketing Manager/Expos/Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Director, Expos, Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / E2	Los Angeles	K. Lynch	(415)286-2594
IFTW	Regional Manager / GamePro	San Mateo, CA	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

DIVISION	HR CONTACT	PHONE NUMBER
CW/RTI/CWDD	Susan Perry	(508)820-8160
	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/List Services	Mary Cornetta-Brown	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
	Elizabeth Martin	(508)935-4649
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC/IMS	Piper Fowler	(508)935-4796
FCW/Infovision Int'l. Inc.	Michele Koethe	(508)935-4531
	Theodora Guest	(508)935-4766
Object World/ComNet	Patty Reilly-Lemire	(508)820-8919
	Theodora Guest	(508)935-4766
CD Solutions, Inc.	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
PCW/Editorial/Newsletters IDG/IPS	Lori Connolly	(508)935-4791
Macworld	Shelly Ginenthal	(415)978-3203
	Marisa Chow	(415)978-3272
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
Publish/AMI	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)655-3016
	Pat Levenduski	(415)655-3015
	Jamie Maroney	(317)596-5222

IDG, IDC France Collaborate on Online Conference

IDG and IDC France collaborated in June to produce their first On-Line World conference for upper level managers.

The two-day conference was an outgrowth of the more technical and highly successful Internet Forums organized by IDG France over the past year. Those sessions dealt with exploring the Internet and its capabilities, how to build Web pages, and what kinds of connections are available in France.

"We saw the need to provide a higher level of information about the online market in France, what uses and developments are possible for the information highway, and what technology companies need to put in place to prepare for it," said **Didier Krainc**, director of strategic projects for IDG France.

200 high-level attendees

More than 200 CEOs, IS managers, database administrators and others interested in online activities attended the forum, representing major companies or government offices such as La Poste, L'Aérospatiale and BNP. Much of the conference focused on using online services for internal communications as well as for product offerings.

Keynote speakers included **Michael Sullivan-Trainor**, research director of IDC's Electronic Messaging and Internet programs and author of *Detour: The Truth About the Information Superhighway*, a book published last year through IDG Books Worldwide. While Sullivan-Trainor talked about the information superhighway as a worldwide phenomenon, IDC France General Manager **Gerard Bidal** addressed online services in France, highlighting results from a recent IDC France study.

For more information about On-Line World, contact Didier Krainc at IDG France at tel: 33-1-49-04-78-61 or fax: 33-1-49-04-78-04.

Framingham HR Staff Gives Back to Community

Teens line up for a chance to participate in the "I'd Rather Be Working" Program

Thirteen Framingham-area young adults recently got a leg up on their competition as they search for their first jobs thanks to the efforts of staff in IDG's Corporate Human Resources department.

For the third year, IDG HR and Wayside Community Programs, a local human services agency, teamed up to offer Wayside clients a program entitled, "I'd Rather Be Working." The program aims to assist the young people — all participants in one of four Wayside programs for troubled, disadvantaged or "at risk" youth — by giving them a solid business perspective on various job-hunting techniques including how to look for a job, interviewing skills and what to do once they get a job.

IDG WORLD UPDATE

IDG CORPORATE HUMAN RESOURCES STAFF PARTICIPATED IN THE COMMUNITY *program. (Back row, L-R):* ***Tom Mathews****, director/international HR programs;* ***John Ferris****, compensation and benefits analyst;* ***Julie Lynch****, training coordinator;* ***Lori Connelly****, HR manager;* ***Liz Caruso****, HR coordinator; (Front row, L-R):* ***Beth Nichols****, associate HR analyst;* ***Piper Fowler****, associate HR rep and* ***Theo Guest****, associate HR rep. Not pictured: VP/corporate HR* ***Martha Stephens****.*

Five modules were presented over a five-week period from May 11 through June 8. Each three-and-a-half-hour module was facilitated by one or more Human Resources staff members. Participating staff included: **Martha Stephens** and **Tom Mathews**, Introduction and Overview; **Lori Connolly** and **Theo Guest**, How to Find a Job; **Julie Lynch**, Reaching Your Potential; **Piper Fowler** and **Liz Caruso**, Interviewing for a Job and **John Ferris** and Liz Caruso, Once You've Landed a Job.

Participants received hands-on practice in resume writing and interviewing techniques, heard from a Wayside graduate who had participated in the "I'd Rather Be Working program" and is currently attending college while holding down a full-time job, and got a chance to experience being in a corporate setting — a first for many of the young people.

Noted Wayside Community Programs Case Manager Marcia Davis, "Everyone involved came away with much knowledge about job searching, interviewing and resume writing. We are all grateful to the staff at IDG for taking the time to teach and encourage the students in their quests for jobs."

NOTEWORTHY

PROMOTIONS

ARABASZ

Paul Arabasz, who has worked as consulting manager for IDC's Personal Systems group since 1992, has been promoted to director of consulting for the group. Paul has a BA in business from the University of Massachusetts/Amherst and enjoys playing tennis and spending time with his three daughters.

NEW EMPLOYEES

David Floyer has joined IDC as a research director. Prior to joining the company, David worked as a senior system consultant and marketing program manager for IBM. A graduate of Birkbeck College at the University of London, with a BSC in psychology and statistics, David's outside interests include photography and squash.

MURPHY

Jacqueline Murphy has been named vice president and general manager of events for Computerworld. Jacqueline brings over 11 years of experience in professional events management to her new post, most recently having served as SunWorld show manager at IDG World Expo. She has a BA in English and communication from Boston College and is a graduate of the Southeastern Massachusetts Entreprenuerial Partnership Training Program at UMASS/ Dartmouth.

MATOSKA

Marlo Matoska has joined *Network World* as an advertising coordinator. Marlo has a BS in speech communications from Illinois State University and worked previously as a data entry manager at Cellular Dynamics. Marlo enjoys exploring Massachusetts and walking her Rottweiler Riley.

PC World Danmark heralds the arrival of three new employees. **Martin Jørgensen** is an editor. Martin spent 12 years working for *ALt om Data*, *PCW*'s biggest competitor. He has a BSC in biology from Copenhagen University and enjoys fly fishing.

Christian Borg Møhl is another new editor for *PCW*. He studied computer education at Copenhagen Business Academy and worked most recently as a PC support specialist and software developer for a systems integrator. His free time is devoted to riding his motorcycle and looking for a new home with his girlfriend.

Bjørn Bouet Smith has been hired as an editorial assistant. Bjørn, who recently completed an apprenticeship in a bookstore and has had experience as a BBS manager, enjoys tinkering with his PC and reading science fiction literature.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS

Louise Myerow - IDG World Expo

TWELVE YEARS

Ernest Chamberlain - Computerworld
Carolyn Novack - Computerworld
Mary Fanning - Network World

ELEVEN YEARS

Barbara Lewis - PC World
Joe Kerwin - InfoWorld

TEN YEARS

Susan Miller - FCW Group
Hans Weber - IDG Germany

NINE YEARS

Rosemary Kraemer - PC World
Debra Brown - IDC
Judd Aschenbrand - IDG Research Svcs.
Gary Rocchio - IDG Research Svcs.

EIGHT YEARS

Debra Norton-Goldfarb - IDC
Terri Schafer - Computerworld
Karen Niles - InfoWorld

SEVEN YEARS

Marla Miyashiro - PC World
Marlene Tobias - PC World

SIX YEARS

Lincoln Spector - PC World
Phyllis Nazarian - IDC
Heinrich Vaske - IDG Germany

FIVE YEARS

Rich Marino - PC World
Robert Gadefelt - IDG Sweden

FOUR YEARS

Gülistan Özken - IDG Turkey
Osamu Honma - Macworld Japan
Simon Salamon - LINK Resources
Bobbie Cruse - Network World
Colin Ungaro - Network World

THREE YEARS

Carmen Mangion - Infotainment World
Cathy Theroux - Infotainment World
John Sauer - Infotainment World
Alan Abrams - PC World
Gitte Pehrsson - IDG Denmark

TWO YEARS

Shannan Gehring - Infotainment World
Zornitza Stefanova - PC World
Esma Çavusoglu - IDG Turkey
Carol Glasheen - IDC
Tom Soevyn - Network World
Brad Shaw - IDG Books
Nanette Buckhout - InfoWorld

ONE YEAR

Cathy Burgyan - Infotainment World
Jeffrey Kamikow - PC World
Tammy Luckett - PC World
Jennifer Carson - PC World
Scott Tharler - PC World Newsletters
Kristine Equihua - IDG Central Services
Aimee Montague - Multimedia World
Masashi Kobayashi - Macworld Japan
Mark Gomes - IDC
Dara Queen - IDC
Maribel Lopez Howard - IDC
Paul Belcastro - IDG Books
Linda Boyer - IDG Books
Danielle Volpe - IDG
Amy Doan - IDG Marketing Svcs.
Fredrik Persson - IDG Sweden

CHAIRMAN'S ACHIEVERS

The Chairman's Achiever Program was established in 1992 to recognize outstanding efforts of IDG employees around the world.

WARREN

RIZZO

IDG WORLD UPDATE

The U.S. and European Global Summits have been recognized by IDG employees and clients as two of the most successful forums for educating clients about IDG and strengthening customer relationships.

This success can be attributed in large part to the exceptional planning and organizational efforts of two dedicated employees: **Jennifer Rizzo**, events manager for IDG Marketing Services U.S. and **Gill Warren**, director of events and marketing communications for IDG Marketing Services Europe, Middle East and Africa.

Devoted exclusively to high-technology marketing, the IDG Global Summit in the U.S. was initiated four years ago, and the first European Global Summit was held last May. The companies represented at the summits account for over 60% of worldwide IT revenues and, according to IDG President **Kelly Conlin**, the work of these two women "has made the summits outstanding successes and two of the most sought after invitations for high-tech marketers."

Jennifer joined IDG Marketing Services in 1990 and Gill signed on at IDG Marketing Services Europe, Middle East and Africa last October, shortly after the division was established in Staines, England.

Coordination of the Global Summits involves securing speakers and panelists, overseeing the agenda and activities, coordinating audio visual needs, selecting the venue, meals, entertainment, lodging and transportation for over 160 guests while not neglecting day-to-day responsibilities and other events. "Gill and Jennifer are exemplary team players and are valued by all members of the IDG Marketing Services global team," Conlin said.

FY95 SECOND-QUARTER WINNERS NAMED

The Chairman's Achiever Award is given to one winner and two runners-up from among those nominated during the quarter.

Winners are selected based on creativity, dedication and excellence in carrying out their responsibilities.

The winner receives dinner for two and an engraved clock; runners-up receive a clock or plaque.

Winner
Michael Klein
IDG Magazine Verlag GmbH

Runner-up
Andrea Zurek
Computerworld

Runner-up
Stephan Scherzer
IDG Magazine Verlag GmbH

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's Office at fax: 617-859-8642.

IDGers Take Strides to Get Fit

DANA MILLER

OVER 35 PEOPLE PARTICIPATED IN THE *Introductory Reebok Body Walking Workshop.*

Walk your way to fitness is a program being offered to all Framingham-area IDG employees. Every Tuesday and Thursday between July 25 and August 17, a fitness consultant from Priceless Bodies will be on hand to lead hour-long walks from 5 Speen Street. The program is free and in addition to mapping out walking routes, Priceless Bodies gives free fitness and nutrition tips. *For more information call Debbie Bernardi at IDC Human Resources, tel: 508-935-4361.*

Satisfied Sailors!

HORNBLOWER
DINING YACHTS

PC WORLD'S PRODUCTION DEPARTMENT *treated itself to an evening of dining and dancing on San Francisco Bay to celebrate being the most satisfied department at PCW as measured by the IDG Employee Survey. (Left-right):* ***Mike Wallace, Anne Merkelson, Nadia Maudsley, Kathy Badertscher, John Friesch, Linda Manes-Goodwin*** *and* ***Nancy Jonathans.***

CELEBRATING 10

Libby Levinson

HOME: Framingham, Massachusetts

JOINED IDG: February 1984, Datafile telelephone interviewer at IDC.

CURRENT TITLE: Assistant to the president.

MOST CHALLENGING PART OF YOUR JOB: My job offers continual challenges. If it were not for these challenges, my days would be routine and boring, and I am never bored. I enjoy a fast-paced environment. I feel productive and gratified. The most challenging part of my job is keeping up with all the challenges.

CAREER HIGHLIGHTS: During my 10 years at IDG I have had the opportunity to work at three different business units. Each business unit offered many unique and enriching experiences. The most unique and enriching experience was my 10th anniversary dinner with **Pat McGovern**. I was very moved by his enthusiastic appreciation for my efforts and contributions.

WORDS TO LIVE BY: Find a job you love, and you'll never work a day in your life.

FIVE PEOPLE TO INVITE TO A DINNER PARTY: I can easily come up with several scenarios, however, as long as I'm fantasizing I would go with the following fantasy characters: Sherlock Holmes and Doctor John Watson, Miss Jane Marple, Horace Rumpole of the Old Bailey, Lord Peter Whimsey, Mr. Jeeves and Bertie Wooster. (I know that's more than five, but it's my party, right?) I would have the dinner on the upper deck of my private yacht as we cruise the Greek Islands, and my chef would prepare a 10-course gourmet meal with wine, champagne and after-dinner brandy, and it would all be under 250 calories and very low in cholesterol.

BEST WAY SOMEONE COULD COMPLIMENT YOU: The very best way I have ever been complimented was hearing my manager say, "Libby, you're the best!" There's nothing better than receiving this level of positive feedback from someone for whom you have the highest regard.

IDG CHAIRMAN PAT McGOVERN ESCORTED ***Libby Levinson*** *to dinner at Boston's Ritz-Carlton in honor of her 10th anniversary with the company.*

MANAGER'S PROFILE: "Libby is the kind of assistant that managers dream about. She's professional, incredibly efficient and smart. When she came to work for me, she had the distinction of holding six different jobs — simultaneously — and doing all of them well. She's incredibly organized, and I can't image what my life would be like without her."

— ***Kelly Conlin**, IDG president*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Business Units Stand Out at MACWORLD

Macwor
Grand
Sl m
New PCI
Boast

MW DIRECTOR/SINGLE COPY SALES, ***George Clark*** *and VP/Director of Circulation* ***Angelina Beitia*** *help the staff at the MW booth.*

With adjacent booths and an array of offerings for attendees, *Macworld* magazine and IDG Books made a splash at MACWORLD Expo, held earlier this month in Boston.

With the debut of their Web site, Meet the Editors forums, Ask the Experts sessions, the unveiling of Macworld Live, a 50% discount subscription offer, T-shirt sales and a VIP Tour, *Macworld* pro-

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Retired President Walter Boyd Honored in Seaside Celebration

IDG CHAIRMAN PAT McGOVERN AND HIS WIFE LORE FLANK WALTER BOYD AND IDG *VP/Corporate Services* ***Marion Kibbee*** *at a celebration in Walter's honor aboard the "S.S. Walter Boyd." Kibbee, whose department handled the five months of party preparations, joined IDG in 1975 and served as Walter's executive assistant for almost 10 years.*

IDG friends and colleagues past and present gathered from around the world recently for a party to mark the retirement of IDG former President **Walter Boyd** and to honor him for his 27 years of ongoing contributions to the company.

IDG took over a Boston Harbor cruise vessel for the evening and renamed it the *S.S. Walter Boyd*. Guests sipped champagne and dined with the guest of honor while cruising Boston Harbor.

A highlight of the evening was an operatic performance commissioned for the occasion from the Handel and Hayden Society. The humorous opera chronicled the career of Walter Boyd from the early days of *Computerworld*, which he joined in 1968 as managing editor, to his retirement from the day-to-day operations of a billion-dollar company last summer.

The evening concluded with a private fireworks display in the outer harbor followed by more music and dancing.

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IN BRIEF

Romanian Licensee Uses Buses to Drive Home Message

COMPUTERWORLD ROMANIA
Publicatie IDG
INTERNATIONAL DATA GROUP
Citiți noua revistă
TELECOM ROMANIA

BUSES IN DOWNTOWN BUCHAREST HAVE BEEN SPORTING THE *logos of Computerworld, PC World and Telecom Romania for three months with very positive results on the newsstand.*

Romanians have been getting an eye-ful of IDG this summer ever since the company's Bucharest-based licensee turned to city buses to drive home its image campaign. For three months now, buses in downtown Bucharest have been carrying huge logos of *Computerworld*, *PC World* and *Telecom Romania* on their sides — and people have begun to notice.

"To date the results of this campaign have been very good," said **Mihaela Gorodcov**, general manager of IDG Communications Publishing Group SRL. "We are the first IT publisher in the country to launch this type of an image campaign, and we've seen a big increase in the direct sales of our publications on the newsstand," she explained.

The company is also looking to launch its first exhibition later this year. Client Server will debut in December and feature both exhibitor booths and a full conference program. Gorodcov said her company has also been co-organizer of two shows — Multimedia and the Telecom Show — for the past two years.

In addition, the company will announce next month The National Programming Contest for Students. Open to high-school students throughout Romania, the contest will require entrants to solve four programming problems, which will be run in the September and October issues of *PC World Romania*. The company will host a large party in December at which time the winner will be presented with a computer donated by Compaq Computer. 🖳

CD Solutions Releases New CD-ROM

CD Solutions last week released on CD-ROM *The OMG World Guide to Object Technology*, citing it as the most complete reference available on object technology. Announced at the Object World trade show in San Francisco, the CD-ROM is a joint venture of CD Solutions; the Object World Corporation, show sponsor; and Object Management Group, the world's largest software development consortium. *The OMG World Guide to Object Technology* allows users to conduct keyword searches on a wide variety of information on hundreds of object technology companies, according to CD Solutions. *The OMG World Guide to Object Technology* costs $9.95 per disc. 🖳

MACWORLD

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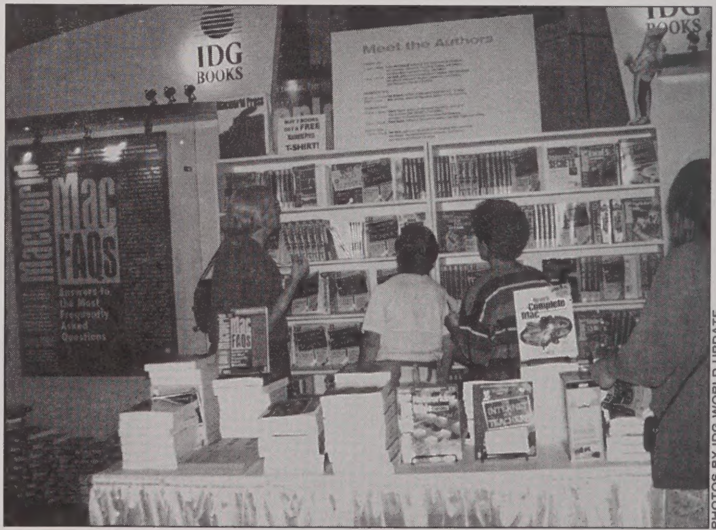
vided expo attendees with an array of activities and value-add services above and beyond the customary free publication and trade show bag.

This effort to educate and entertain visitors on the show floor seemed to work for *Macworld*. They ran out of the pre-print of an article by Senior Editor **Charles Piller** on Wednesday and ran out of magazines on the fourth day of the show. "We are extremely pleased with the amount of traffic that was generated at the booth," said Marketing Manager **Rhona Hamilton**."We feel attendees left the booth having gained valuable information from our staff."

IDG Books stood out in the minds of the 54,000 attendees and distinguished itself from the sea of over 420 exhibitors, peddling close to $35,000 worth of titles. David Polk's *Mac FAQs* and the *New Complete Mac Handbook* by Jim Heid were two of the biggest sellers. A surprise hit at the show were two educational titles, *Internet for Teachers* and *Macs for Teachers*. 🖳



PHOTOS BY IDG WORLD UPDATE

IDG BOOKS WORLDWIDE DID $35,000 WORTH OF BUSINESS AT *the company's MACWORLD booth, nearly doubling the amount of business conducted at the expo the previous year, according to Bill Szabo of Quantum, IDG Books partner at the show.*

ON LINE

JOHN KILCULLEN

IDG Books Worldwide's president and CEO is this week's columnist.

Q Given IDG's historic focus on providing information on information technology, how do you justify books focused on automobiles, programming VCRs, parenting and sex?

A As **Jim Casella** noted in two On Line columns earlier this summer, our entry into the business and general reference book categories has been planned for several years. **Milissa Koloski**, **Kathy Welton**, **Diane Steele** and every person in our Dummies, Inc. and IDG Books Business and General Reference Groups has contributed to a well-crafted strategy to extend our Dummies brand through all applications of the ever-changing world of IT.

Our differential advantage vs. our book competitors is that every business and general reference product we develop will have coverage of IT relevant to that particular topic. In addition, our readers and resellers are telling us to expand into these categories because they want to buy hundreds of thousands of our new titles to increase their know-how, and, in the case of our channel partners, improve their bottom lines.

Our rationale is simple. Use Quicken? Buy *Personal Finance For Dummies* to increase your understanding of sound financial management. Use Act? How about a copy of best-selling *Time Management For Dummies* by the author of *Act For Dummies*. Use Telemagic? International best-selling author Tom Hopkins will give you tons of proven prospecting tips in *Selling For Dummies*. Read a glowing review of *Dr. Ruth's Encyclopedia of Sex* CD-ROM in *The Wall Street Journal* and *USA Today*? Don't forget to share a copy of *Sex For Dummies* with a loved one.

We are executing our strategy in a responsible manner. We are dedicated to following all 10 Corporate Values with our IT focus remaining the core of everything we do. Our mission is to improve the quality of people's lives through the publication of outstanding educational and intellectual products wherever the quest for knowledge and technology intersect. Our mass market products reflect the fundamental shifts in consumer buying patterns of information technology products since 1991. I am extremely proud of my team and the quality books we publish around the world. I hope everyone at IDG is too!

What's the reasoning behind having several editorial offices scattered around the country?

Pat McGovern has always been an inspiration to me and my staff. In particular, we are big believers in his vision of decentralized management. Our strategy mirrors Pat's traditional framework for building new businesses: Find an experienced product champion. Invest in his/her business plan. Offer a nurturing culture in addition to cost-effective services, to hopefully provide a better-than-average chance for that business unit to succeed.

We look for business plans wherein the products are exportable, the licensing opportunities abound and the focus of the venture is to publish timely, quality books that offer skill-building information in all applications of information technology. We believe the results of our talented teams in our Indianapolis site; **Chris Williams** (IDG Books Programmers Press in Braintree, Mass.); **Kathy Welton** (IDG Books Business and General Reference Press in Chicago); and **Jim Kelly** (IDG Books Education and Training in Westlake, Texas), in addition to our sales forces located throughout the U.S., continue to reinforce our commitment to decentralization.

I am convinced that our "virtual employee" model, despite the increased costs and constant communications challenges, has been an important factor in our success, and so we will continue to follow this management style (until centralization comes back in vogue).

What are your annual net sales?

With $1.5 million in working capital (and a big kick in the pants from our friend **Bill Murphy**) in 1990, we will end FY95 with over $65 million in gross sales. In actuality, we will sell over $125 million worth of books through such channels as wholesales clubs (Price Club, Sams), book superstores (Barnes & Noble, Crown), computer chains (CompUSA, Egghead), office supply centers (Office Max, Staples) and mass merchants (Kmart, Walmart).

We are investing in additional staff to expand our business in key volume channels such as corporate, government, college, elementary, high schools, value-added resellers and in all book markets around the world.

Our plan in FY96 is to become the first IDG business unit to exceed $100 million in net revenues and at the same time deliver the best profit contribution of any business unit at this revenue level. We are counting on **Brenda McLaughlin**, **David Ushijima**, **Chris Williams** and every unit in our IDG Books consumer and professional publishing groups to book profits next year. We have an incredibly talented team so we are excited about our prospects to take the No. 1 position in the computer book market in three years.

What are your three main objectives for IDG Books in the next five years?

A) Make IDG Books an outstanding place to work wherein the quality of our people, products and service compel our customers to keep buying tons of our books.
B) Retain and attract the best team of employees, authors and strategic partners thereby sustaining record growth in revenues and profits while going down in history as the greatest book publishing phenomenon of the 1990s.
C) Get **Steve Berkowitz** more staff and leave IDG Books in better shape than I found it!

WALTER BOYD

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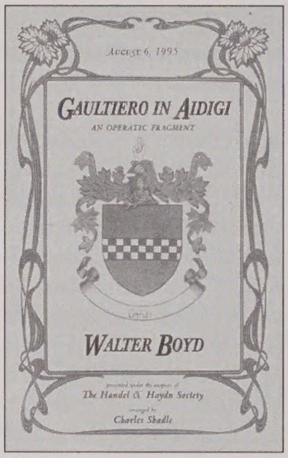
AMONG THE 150 GUESTS ON HAND TO PAY TRIBUTE TO ***Walter Boyd*** *are (from left):* ***Ralph Peter Rauchfuss*** *and his wife, Bisera (Germany),* ***Istvan Biro*** *and his wife Judita (Hungary),* ***Monika Tenbieg*** *(Germany) and* ***Manfred Weiss*** *(Austria).*

IDC President ***Kirk Campbell*** *joins in the toast to* ***Walter Boyd****. To Kirk's right are IDG President* ***Kelly Conlin*** *and his wife Liz.*



August 6, 1995

GAULTIERO IN AIDIGI

AN OPERATIC FRAGMENT

WALTER BOYD

presented under the auspices of

The Handel & Haydn Society

arranged by

Charles Shadle

THE LIBRETTO FOR *Gaultiero in Aidigi, an operatic fragment celebrating the life and achievements of Walter Boyd, performed by members of the Handel & Haydn Society.*

ABOVE: WALTER BOYD (LEFT) STANDS *with David Santee on the deck of the temporarily rechristened S.S. Walter Boyd.*

IDG CHAIRMAN PAT McGOVERN (RIGHT) *presents* ***Walter Boyd*** *with a crystal etching of the entrance to La Scala opera house in Milan.*

WALTER BOYD, (WHITE JACKET) POSES WITH MEMBERS OF THE *Handel & Haydn Society following their performance of Gaultiero in Aidigi, an operatic fragment commissioned by IDG in Walter's honor.*

(LEFT TO RIGHT): MORTEN HANSEN (NORWAY), NEY KRUEL *(Brazil) and* ***Paco Zabala*** *(Spain) were among the many guests who traveled thousands of miles to join in the celebration.*

IDG Job Opportunities Update
Monday August 21, 1995

PRESENTATION ASSISTANT (IDG/CSC)
Ideal candidate will produce audio visual presentations for use by Corporate IDG executives. Extensive experience with Aldus Persuasion essential. Familiarity with major desktop publishing packages necessary.

PART-TIME RECEPTIONIST (IDG)
The individual in this position will be responsible for afternoon phone coverage in the Rochelle Park, NJ sales office. Qualified candidates should have previous receptionist experience. Duties will include filing, alphabetizing and light typing. Knowledge of basic office skills necessary. (15 hours/week).

HR ASSISTANT (IDG)
The individual in this position will be responsible for providing administrative support to the Corporate Human Resources Department. Duties will include administration of various employee programs, stockroom inventory, weekly job opportunities list, phone coverage and additional projects as required. Excellent customer service skills are necessary. Must be computer literate with an emphasis on Word and Excel for Windows. Familiarity with HR procedures helpful.

U.K. CORRESPONDENT (IPS/IDG NEWS SERVICE)
IDG's daily international news service seeks an experienced, high-energy journalist to cover the U.K. computer and communications markets from the London bureau. Responsibilities include covering trade shows, press conferences and other breaking news for the daily wire, as well as working with News Service correspondents around the world to develop in-depth stories with uniquely European and global perspectives. Travel required. Ideal candidate must have a broad understanding of the European IT industry and a good command of AP-style newswriting. Strong computer skills and experience using a notebook PC in a remote computing environment a plus.

ASSOCIATE ART DIRECTOR (CIO)
CIO has an opportunity for an accomplished editorial designer with 5-10 years publishing experience. Successful candidate will be the project leader on the design of CIO's new supplement, WebMaster, as well as provide expertise to the design team of CIO. Individual must possess a strong design portfolio. Proficiency in QuarkXPress plus a firm understanding of print production in a Mac environment necessary. Graphic design degree required. Management experience a plus.

DIRECTOR OF MEDIA DEVELOPMENT & AGENCY RELATIONS (CIO)
This individual will be responsible for creating effective communication channels between advertising sales teams, advertising agencies and clients. A minimum of 5 years experience as a Media Director/Associate Media Director required. Candidate must understand ad agencies as well as client needs. Travel required.

PRODUCT DIRECTOR, ELECTRONIC PRODUCTS (IDC)
The product manager will lead a small, highly-focused team consisting of operations and new product development and will be responsible for defining product requirements. Responsibilities will include developing new business opportunities, providing customer support and training, and working with the marketing department on appropriate demand creation and communication activities. A strong understanding of online/CD-ROM/ and other electronic delivery possibilities necessary. A proven success in product development a plus. A BS/BA with a minimum 7 years industry experience required.

IDG Job Opportunities Update

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PRESS RELATIONS SPECIALIST (IDC)
Successful candidate will work closely with top IDC analysts to evangelize IDC's vast knowledge base and translate that into measurable increased press exposure. A minimum of 4 years experience at a PR agency or within an established PR department at a high-tech company required. He/she should have existing relationships with business and trade press across multiple media types (print, radio, television).

GRAPHIC DESIGNER (CW)
The individual in this position will be responsible for designing and packaging research information on PC Laptops for CW's sales team. Candidate will be involved with the publication design for custom publishing products, white papers and newsletters. A minimum of 5 years design work in the publishing industry required. Experience with QuarkXPress, Freehand, PhotoShop and Adobe Illustrator a must. Multmedia and video experience a plus.

MARKETING SPECIALIST (CW)
The responsibilities of the Marketing Specialist include marketing and sales support functions including research, packaging, newsletters, media kit and sales presentations. Duties will also include working with the national sales staff and sales administration to develop and carry-out merchandising programs, general advertising sales support and presentations. Excellent communication skills essential. A minimum of 3-5 years experience in a sales/marketing environment necessary. Proficiency in Windows/Mac required. Ability to learn new software a must. Graphic experience a plus.

ACCOUNT COORDINATOR (CW/RT)
The successful candidate will provide tactical support for RT client programs. Tactical activities include quality control, inventory control, fulfillment coordination, telemarketing statistics, report generation and distribution and some presentation or graphics support. Bachelors degree and a minimum of 1 year experience in marketing, telemarketing or direct mail required. Excellent organizational and interpersonal skills necessary. Working knowledge of word processing, spreadsheet and database software essential.

ASSOCIATE REVIEWS EDITOR (IW)
Successful candidate will be responsible for assigning reviews to writers, editing review text, fact checking and moving copy to the copy desk. Solid working knowledge of PC technology necessary. 1-2 years employment on a computer or related technical publication preferred.

PC SUPPORT ASSISTANT (IW)
Ideal candidate will be responsible for general IS administrative support activities. Duties will include department shipping/receiving, daily network back-ups, monitoring gateways, and receiving user support requests. Excellent interpersonal and problem solving skills necessary. DOS, Windows and Macintosh skills preferred. This position in a 6 month internship.

OFFICE SUPPLIES COORDINATOR (IDG/B)
The selected candidate will order and maintain supplies, conduct inventory, process department orders, and stock and maintain vending machines. Two years experience in supply/inventory coordination plus knowledge of PC's (Excel and MS Word) preferred.

IDG Job Opportunities Update
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ASSISTANT BRAND MANAGER (IDG/B)
Ideal candidate will assist with creating and tracking promotions, catalog copy and sales tools and administrative processes. He/she will write catalog copy, correspond with authors and assist in PR efforts such as getting new books to reviewers and integrating reviews in promotional materials. Degree plus 1-3 years experience in marketing communications required.

ACQUISITIONS EDITOR (IDG/B)
The Acquisitions Editor will acquire authors and titles. Candidate will initiate contacts and develop relationships with industry representatives, potential and future authors, members of the computer press and technical talent for auxiliary work on books. Individual will devise plans for current title revisions, based on software vendor updates to existing products and consult with multiple authors on their revision plans. He/she will attend industry conferences and trade shows. Candidate will mediate between editors and authors to keep projects in focus.

CATALOG ACCOUNT MANAGER -2 Positions (PCW)
The individual in this position will be responsible for prospecting, selling, and servicing established and new accounts in PC World's Classified Advertising section through telemarketing techniques. A minimum of 2 years telemarketing sales experience required. Candidate must have a working knowledge of PC's, products and the marketplace. Excellent communication skills are necessary.

ASSISTANT EDITOR (PCW)
The Assistant Editor will provide support for the Consumer Issues section of the Features Department and act as reader liaison. He/she will work with the Consumer Issues section to track and follow-up on Consumer Watch letters. Individual will provide research support for the Features Department and monitor PC World forums on AOL, CompuServe and Prodigy for letters to Consumer Watch. Candidate will maintain the Consumer Watch database, edit articles and write some articles. BA in English/Journalism or equivalent experience required. Magazine writing and editing experience preferred. A working knowledge of PC products essential. Excellent communication skills are necessary.

PRESENTATION SPECIALIST (PCW)
Selected candidate will provide presentation materials to the PCW sales team. Responsibilities will include taking raw information and quickly turning it into charts that communicate, and organizing files to make the information rapidly accessible. Individual will be responsible for the graphic design and printing of PCW's presentations. Proficiency of Freelance Graphics for Windows and a working knowledge of PageMaker or Quark and Photoshop on the PC necessary.

SALES ASSOCIATE / GAMEPRO (IFTW)
The individual in this position will be responsible for customer service, database management, mailings and general administrative functions in servicing advertisers. Macintosh proficiency (Microsoft, Excel and FileMaker Pro) required. Strong communication, organization and time management skills essential.

AD COORDINATOR (IFTW)
Ideal candidate will be responsible for maintaining advertiser account and contract files, verifying credit history of advertisers, rates, billing and frequency information, running standard and special reports and updating issue ad status. 1-3 years experience in production/customer service related fields necessary. He/she must be proficient with the Mac (Excel and FileMaker Pro).

IDG Job Opportunities Update

August 21, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IMS	Sales & Marketing Coordinator	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Part Time Receptionist	Rochelle Park, NJ	P. Fowler	(508)935-4796
IDG	HR Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Payroll Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Financial Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Exec. Assistant / Travel Coordinator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Corporate Email Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/IPS	UK Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CIO	Dir. of Media Dev. & Agency Relations	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrator, Executive Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	P/T Editorial Assistant	Washington, DC	D. Volpe	(508)935-4192
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	D. Volpe	(508)935-4192
IDC	Product Director, Electronic Products	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Press Relations Specialist	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manger, Object Tools	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Sr. Research Analyst, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Electronic Delivery Coordinator	Framingham, MA	D. Miller	(508)935-4133
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Research Analyst, LAN - Routers	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Associate Research Analyst, Storage	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Network Administrator	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Analyst, E-Messaging	Framingham, MA	D. Bernardi	(508)935-4361
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800

IDG Job Opportunities Update

August 21, 1995

Division	Title	Location	Contact Mgr.	Phone
CW	Graphic Designer	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Sales Associate	Irvine, CA	T/ Lehane	(415)347-0555
CW	Managing Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Associate Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Media Director	Framingham, MA	S. Perry	(508)820-8160
CW	Account Executive	Framingham, MA	T. O'Connor	(508)820-8556
CW	District Sales Manager, Southeast Region	TBD	B. Hockswender	(404)931-8104
CW	Western Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Senior Copy Editor	Framingham, MA	J. Chutchian	(508)820-8574
CW	Eastern Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Account Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Telemarketing Supervisor	Framingham, MA	C. Chupka	(508)820-8162
FCW	Reporter	Falls Church, VA	M. Koethe	(508)935-4531
IVI	IT Research Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
EMS	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Executive Assistant	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
EMS	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
IW	Associate Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reporter	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor / IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	HR Assistant	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IW	Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IW	Account Exec / Inside Partner (3)	CA/MA/NJ	D. Vieraitis	(415)312-0566
IW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IDG/B	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Assistant Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Marketing Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Events Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Art Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Sales Assistant	Foster City / Indianapolis	P. Levenduski	(415)655-3015
IDG/B	Sales Dir., Mass Markets/Nat'l Accts.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Subsidiary Rights Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Direct Mail Customer Service Rep.	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Design Specialist	Indianapolis. IN	J. Maroney	(317)596-5222
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222

IDG Job Opportunities Update

August 21, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	New Account Specialist	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Manager	Foster City, CA	J. Maroney	(317)596-5222
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
Publish	Account Manager	San Francisco, CA	F. Lee	(415)267-1722
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	(415)974-7437
PCW	Assistant Editor	San Francisco, CA	C. Wood	(415)978-3321
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	Framingham, MA	M. Chow	(415)978-3272
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
IFTW	Sales Associate / GamrPro	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Ad Coordinator	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Expo Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Marketing Manager/Expos/Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Director, Expos, Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / E2	Los Angeles	K. Lynch	(415)286-2594
IFTW	Regional Manager / GamePro	San Mateo, CA	C. Sandor	(415)286-2515
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594

CA Job Hotline	(415)978-3100
MA Job Hotline	(508)935-4406

Corporate STARs Shine at IDG Summer Outing

Three IDG employees were honored with Boviard STAR awards for superior “Service, Teamwork and Results” at an awards ceremony at the IDG corporate picnic in Millis, Mass., last month. The award was renamed last year to honor the memory of IDG Corporate Credit manager **Jay Boviard** who died earlier in 1994. The winners, who are nominated by their colleagues, all provide centralized services to IDG business units and their clients. Excerpts from their nominations follow.

BERNIE THEOBALD

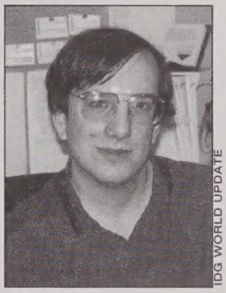
THEOBOLD

Bernie Theobald joined *PC World* in June 1991 as a vice president and group ad director. In August 1993, Bernie transferred to his current post as vice president/director, national accounts at IDG Marketing Services U.S.

“Bernie works to help craft a unique market position working side-by-side with agencies and clients. He then executes marketing programs that pay off the positioning.” The result has yielded substantial revenue gains for IDC and IDG publication business units. His efforts at serving his internal client groups has directly affected IDG’s business relationships and profitability.

His job requires effective interaction with multiple constituencies —the client, the client’s advertising agency, IDC and participating publications. Bernie was recently instrumental in ushering in the first $1 million IDC/IDG Insight Campaign. This major goal was accomplished even when several key client people were unable to remain on the project. Achieving results in difficult situations is a big part of Bernie’s ability to succeed.

ED VALENTE



VALENTE

Ed Valente joined IDG’s Corporate IS Department in February 1994 as an application analyst. Previously, Ed held a similar post at Addison-Wesley and held a variety of positions in financial systems and support.

Ed goes “above and beyond” in assisting his clients with their financial systems. He is patient and supportive when things are stressful, helping everyone to remain calm. Ed provides thorough and well-delivered service.

The new General Ledger system for U.S. business units has been a challenging project for Ed and his trouble shooting ability has proven invaluable throughout the entire process.

When Ed approaches a problem, he is very willing to help and hear the whole story as it relates to the bookkeeping and accounting staffs, thereby making them feel more like a team, working for the betterment of IDG. “He is a constant source of encouragement and patience while teaching me how to correct errors,” one client commented.

Ed has created improved, individualized reports for the business units’ various needs. Ed is “always there to help find a solution.” This kind of service produces the results that improve our ability to improve the company.

MAUREEN PAGE-PREBLE

IDG WORLD UPDATE

PAGE-PREBLE

Maureen Page-Preble signed on in June 1987 as an editorial assistant in what was then called the IDG News Group. Prior to coming to IDG, Maureen had held a number of administrative positions that provided her with a launching pad to a career at IDG.

She now works as GE BusinessTalk administrator for all of IDG and as assistant to the president at IDG International Publishing Services.

Maureen’s role as administrator of the entire BusinessTalk system requires that she provide a high level of service to a very broad range of domestic and international business units. “Maureen consistently provides excellent service and support for all of our BTalk users,” one client said.

Clients and co-workers alike comment on Maureen’s ability to make everyone feel like part of a team. Her patient and supportive approach to handling the hundreds of requests she gets each week helps foster a sense of familiarity, family and teamwork. “Maureen is pleasant and efficient, making everyone’s day a little brighter.”

By providing prompt and responsive service to each individual who approaches her with a problem, “Maureen ensures that the lines of communication between IDG businesses around the world remain open. This kind of effective management of an E-mail system is critical in a decentralized environment like IDG.”

CORRECTION

The Aug. 7 issue of *IDG World Update* listed an incorrect telephone number for obtaining information on attending the European IT Forum. The Forum is being held in Paris Sept. 4-6. The correct telephone number is: +44-171-414-0288.

ADDRESS CHANGES

IDG’s International Marketing Services will be moving their offices on Aug. 22. Their new address is:
500 Old Connecticut Path
Framingham, Mass. 01701-9377

Telephone and fax numbers remain the same.

IDC Beijing has moved into a new office. The address is:
Room A18 Yintain Office Building
No. A-137 Xizhimen Wai Dajie
Beijing 100044

Tel: 86-10-833-1179
Fax: 86-10-833-1182

NOTEWORTHY

PROMOTIONS

Editor of *MacWorld Danmark* since 1993, **Marianne Fajstrup** was promoted to senior editor for *MacWorld and PC World Danmark*. "Marianne has given *MacWorld Danmark* a strong profile and a dedicated and loyal reader base that always looks forward to reading her very sharp and intelligent editorials," said *MacWorld and PC World Danmark* Editor-in-Chief **Mads Christensen**.

NEW EMPLOYEES

Stig Boesgaard joins *MacWorld Danmark* as an editor. Stig comes to *MW* from a position with the Danish State Railways, and before that earned his degree at the Danish College of Journalism. While studying, he managed the college's 120-workstation Macintosh computer system. He enjoys tinkering with Macs and fixing up the home that he and his wife recently bought.

MOUTSOPOULOS

International Publishing Services welcomes **Val Moutsopoulos** as an IS specialist. Previously senior network analyst for Dunkin' Donuts, Val earned a BS in computers from Suffolk University. Outside the office Val is a member of the American Hellenic Educational Progressive Association and enjoys time with family and friends.

Drew Celley is a technical support specialist at CD Solutions. Previously a technical assistant at Chan's Smart!Ware, Drew enjoys network and Unix administration and 3-D modeling and rendering.

Previously account manager for Micro Focus, **James Leach** has joined Infovision International as a regional sales manager. His territory will include New England, Eastern Canada, Eastern Pennsylvania and southern New Jersey. James has a BS in commerce and engineering/marketing from Drexel University and counts running, swimming and biking among his favorite outside activities.

SEADIA

Danielle Seadia is a research assistant with IDG Research Services. Danielle graduated from the Boston University College of Communication with a BS in television and radio broadcasting. In her free time, she enjoys theater, drawing and radio.

Barbara Fitzpatrick is a sales assistant at IDC. Barbara received an associate's degree from Chemeketa College in Salem, Ore. and enjoys sports and kids.

Freddy Contreras is the business manager at IDG Latin America. Prior to joining IDG, Freddy was a senior financial analyst for Editorial America, S.A. He has a BBA in finance and marketing from Pace University and an MBA in international business from the University of New Haven. He enjoys soccer and reading.

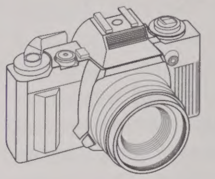
CIO heralds the arrival of two new employees. **Christopher Koch**, previously writing and communications manager for CSC/Index, has been hired as a senior writer. Chris has a BA in English and history from New York State University/Albany and enjoys writing and cycling.

Jennifer Bresnahan is an editorial assistant. Jennifer worked most recently as an assistant account executive at Schwartz Communications. She has a BA in political science from the University of Vermont and outside the office is a freelance journalist and an art history and architecture buff.

Eileen Zimbler is group operations manager for LINK Resources. Eileen, who worked as manager for LINK's Client Services group from January '93 to August '94, has a BA in liberal arts and an MBA from Hofstra University. Her outside interests include swimming, sports and motorcycling.

Don't miss IDG's

INTERNATIONAL PHOTO CALENDAR CONTEST



For the 12th year in a row, IDG is sponsoring the International Photo Calendar Contest. Submit your photos and take a chance at having your masterpiece appear on calendars displayed in IDG offices all over the world!

Prizes will be awarded for the top three photographs as follows:

First prize: $200
Second prize: $100
Third prize: $50

HOW TO ENTER

1. Submit up to two color or black-and-white glossy prints or 35mm slides clearly labeled with:

- **Your name.**
- **Business address.**
- **Telephone and fax numbers.**
- **Photo title.**

2. Submit photos as developed, without retouching.

3. Entries must be received by September 15, 1995.

Please send entries to:
Nicole Gorman
IDG Corporate Communications
One Exeter Plaza, 15th floor
Boston, MA 02116
U.S.A.

Questions? Contact Nicole at tel: 617-534-1228 or via the Internet: nicole_gorman@idg.com

A panel of IDG representatives will choose the 12 outstanding photos for the 1996 calendar.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWELVE YEARS
Francie Benedict - IDG

ELEVEN YEARS
Judy Sutter - PC World
Christine Curry - Computerworld

TEN YEARS
Janell Brown - InfoWorld

NINE YEARS
David Hill - Int'l Publishing Services
Greg Boren - InfoWorld

EIGHT YEARS
Luis Camus - PC World
Susan Champeny - Network World
Sandra Kupiec - Network World

SEVEN YEARS
Phyllis Borden - IDC
David Card - IDC
Christie Sears - Network World

SIX YEARS
Brad Christenson - IDC
Eric Cormier - IDG
Magnus Wallén - IDG Sweden
Hans Löfgren - IDG Sweden

FIVE YEARS
Margo Dunn - FCW Group
Sven-Erik Remmare - IDG Sweden
Jean-Luc Bensimon - IDG France

FOUR YEARS
Rick Popko - Multimedia World
Yutaka Shinmi - Macworld Japan
Joanne Wittren - Network World
Jennifer Ramirez - IDG Books
Nancy Newkirk - IDG
Patrice Desmedt - IDG France

THREE YEARS
Shane Rau - PC World
Gene Gable - Integrated Media, Inc.
Alice Tam - IDG Hong Kong

TWO YEARS
Kozo Mori - Macworld Japan
Edwin Wilkins - IDC
DJ Marsh - IDG Books
Jodi Semling - IDG Books
Linda Schmid - InfoWorld
Thierry Parisot - IDG France

ONE YEAR
Lizah Aman - IDC Malaysia
Hon Walker - PC World
Robert Melk - Integrated Media, Inc.
Judith Howard - IDC
Judy Jeanmonod - Computerworld
Kim Farance - IDG Books
Kristine Moss - Macworld
Tom Grimshaw - InfoWorld
Steve Karash - Interactive Svcs. Group
Theres Hansson - IDG Sweden
Anders Lattermann - IDG Sweden
Björn Möller-Claeson - IDG Sweden
Patrice Aron - IDG France
Sophie Vincent - IDG France

IT MARKET INTELLIGENCE BRIEFING SESSION SLATED FOR SEPTEMBER ON BOTH COASTS

Formerly known as the Technology Trends Briefing Session, the IT Market Intelligence Briefing Session for IDG sales, marketing and research professionals will focus on IT market trends and vendor strategies. The one-day programs, organized by Martha Stephens, VP of IDG Human Resources and Don Best, VP of IDC Consulting, will be held on Thursday, Sept. 14, at the Holiday Inn Crowne Plaza in Natick, Mass. and on Thursday, Sept. 21, at the Westin Hotel, San Francisco Airport. Sessions run from 8:00 a.m. to 5:00 p.m. and include lunch.

IDC experts will examine the strategies of key vendors competing in the enterprise and desktop markets. The focus will be on the strengths, weaknesses, threats and opportunities of key competitors in the following areas:

Enterprise:
Systems (PCs, servers, storage)
Software (tools, database, applications)
Networks (LANs, WANs, services, equipment)

Desktop:
Hardware (PCs, notebooks, printers, PDAs)
Software (applications, OS , workgroups)

A Managers' Workshop featuring IDC speakers will be held over lunch to review ways to leverage market knowledge within IDG. A lunch for non-managers will also be provided.

ENROLLMENT DEADLINES:
Aug. 31 for the session on Sept. 14 in Natick
Sept. 5 for the session on Sept. 21 in San Francisco

PROGRAM FEE:
A fee of $300 per participant will be charged to cover speaker fees and travel expenses.

REGISTRATION:
Please contact Liz Caruso at IDG Human Resources:
cc:mail: caruso, liz
BTalk: L.Caruso
tel: 508-935-4514
fax: 508-935-4600

To register, please provide name, title, company, telephone and E-mail contact information, manager's name and the account number to be charged. Confirmations, agendas and directions will be sent to attendees.

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Steve Peake will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* frisbees or paperclips.

HONORABLE MENTIONS:

"I'm having second thoughts about this master/slave computing model."

- Jeanette Borzo
Publish

"I'm sure Mrs. Marcos. It's my last one."

- Simon Salamon
LINK Resources

"Hello, Senator Exon? Come see what I just got off of the Internet."

- Vicky Wolcot
IDG Government Marketing Services

"What do you mean it's not the same as Hugh Grant?!"

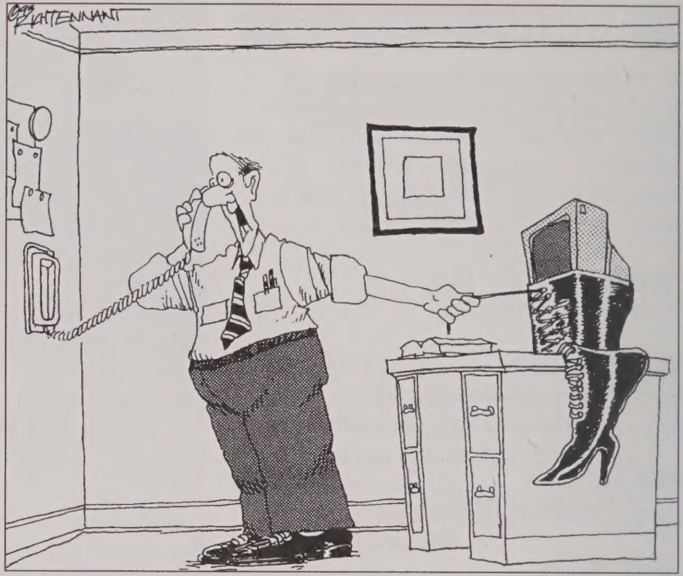
- Val Moutsopoulos
International Publishing Services

"Guess what, darling? Something's come up and I'll be working late again tonight. Don't wait up for me."

- Toon Wee
IDC Singapore

"Hello, Destiny Computer Dating Service? Well thank you! This time it's L-O-V-E."

- Jon Lesjak
IDG Australia



"Well, I got the 'drag' part, but it's the 'drop' that worries me..."

- Steve Peake
IDG Books Worldwide

"Well, I've got it booted up, but it still doesn't seem to be turned on."

- Andy Eddy
New Media Group

"OK, I've booted up the new system, Miss Underhill. Please go down to the psych lab and get me a mouse."

- Linda Boyer
IDG Books Worldwide

Jerry discovers the *PCs for Dummies* book does not work for complete morons.

- Richard Popko
Multimedia World

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 35

August 28, 1995

IDG WORLD EXPO/ASIA TO LAUNCH COMPUTERWORLD EXPO IN VIETNAM
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ON LINE: JAYE TYLER, DIRECTOR OF OPERATIONS FOR CW'S RESPONSE TECHNOLOGIES
PAGE 3

JEFF DEBALKO, IPS VP/GLOBAL COMMUNICATIONS, DISCUSSES IDG'S COMMUNICATIONS PLANS
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

"Down Under" Forum Now Topside

IDC U.K. imports user group program from Australia

Just 30 months ago, IDC Australia broke new ground by launching the company's first subscription-based user group for IT directors and managers. The IDC InTEP (Information Technology Experience Programme) now boasts over 60 members in Sydney and Melbourne, so when InTEP Program Manager **Anthony Miller** left Australia and joined IDC/TIS in London late last year, his first job was to launch InTEP in the U.K.

MILLER

With two InTEP briefings in London under his belt, Miller reckons that the challenges for IT directors in the U.K. are little different from those in Australia — or anywhere else in the world, for that matter. "We asked our members in London what were the issues they most wanted to hear about at InTEP briefings," he explained. "The 'hot topics' list was virtually identical to the Australian version. Migrating from legacy systems to client/server computing, LAN/WAN internetworking and

•CONTINUED PAGE 7•

IDG Switzerland Celebrates a Decade of Successes

SABINE DREHER

THE STAFF OF MACWORLD DRESSED TO THE NINES WITH THEIR COMMEMORATIVE *T-shirts marking the magazine's fifth anniversary. (Left to right):* ***Markus Emmenegger, Urs Pfister, Andy Heer, Max Schlapfer, Joël Fisler, Cuno Schneeberger, Thomas Hürlimann, Sämi Kessler*** *and* ***Michael Mosca****.*

On Aug. 1, IDG Switzerland General Manager **Gebhard Osterwalder** welcomed 244 guests to a cocktail reception in honor of what he referred to as the company's "triple anniversary." The trio of milestones included the 10th anniversary of *Computerworld*, the fifth anniversary of *Macworld* and the first year of *PCtip*.

The staff of IDG Switzerland gathered with representatives from all sectors of the Swiss IT community to hear three individuals speak on behalf of the country's two million computer users.

Martial Sialm, *CW*'s first subscriber and president of the Swiss Telecom User Association discussed the strong influence that *CW* has had on the Swiss computer community; George Schmidt, manager of Systor, the most influential Swiss system integration company, spoke about the impact of IDG publications on the sales and marketing of computer prod-

•CONTINUED PAGE 2•

IN BRIEF

FCW Recognized by *Folio* as Best Government Publication

Federal Computer Week added to its list of honors this year when it captured a 1995 Editorial Excellence Award from *Folio* magazine. *FCW* won "Best in Category" for a government publication.

FEDERAL COMPUTER WEEK

The judges selected *FCW* for its overall editorial quality and for realizing the ideals set forth in its mission statement. "Handsome design, thorough reporting and writing, and user-friendly all the way," read part of the citation.

"All of us at *FCW* are pleased that the hard work we put into delivering a top-quality product to our readers has been recognized by our peers in the profession. It is an honor we appreciate very much," said Editor-in-Chief **Anne Armstrong**.

Earlier this year *Federal Computer Week*'s story on hackers breaking into DOD networks was a finalist for best breaking news story in the Computer Press Association. The same story won first place in the competition sponsored by the American Society of Business Press Editors. 🖳

Computerworld Seen by More Business Purchasers than *InformationWeek*

With an average issue audience of 883,500, *Computerworld* reaches more business purchase influencers in the U.S. than *InformationWeek*, according to Intelliquest's 1995 Computer Industry Media Study. A survey of readership and viewership habits of 21 million purchase influencers, the study ranked *Computerworld* ahead of *InformationWeek* in all 19 categories, from computer systems to networking products.

COMPUTERWORLD
Win 95 trips 1-2-3
Groupware gangbusters

This study confirms our status as a leading publication among purchase influencers," said *CW* Publisher **Kevin McPherson**. "Compared with *InformationWeek*, we deliver more individuals whose primary responsibility is to influence the buying decisions for information technology products and services."

According to ABC, *Computerworld* delivers, on average, 142,109 paid subscribers, translating to over 768,000 readers a week. 🖳

IDG World Expo/Asia Plans First CW Expo in Vietnam

IDG World Expo/Asia has announced plans to launch Computerworld Expo, the first large-scale international computer show to be held in Vietnam since the U.S.'s formal recognition of the country and the normalization of trade relations between the two countries. Co-produced by the Vietnam Chamber of Commerce, the show is slated for Jan. 31-Feb. 4, 1996 in Ho Chi Minh City.

"There is huge market potential for computers and related products. The number of PCs imported and used in Vietnam doubled from 15,000 to 30,000 between 1993 and 1994 and the total value of software and services increased from US$4 million to US$6 million," said Vice President, IDG World Expo/Asia **Gary Fung**. "The government is laying the groundwork and setting policy that will let private and foreign enterprises develop and flourish in the IT market."

For more information contact ***Frank Cuttita*** *at tel: 508-879-0700.* 🖳

SWITZERLAND

continued from page 1

SABINE DREHER

GEBHARD OSTERWALDER, GENERAL MANAGER OF IDG *Switzerland,* *welcomes Bänz Lüthi, Computerworld's first editor-in-chief. Lüthi served as editor-in-chief of the magazine until 1987.*

ucts and services and Roger de Weck, co-publisher of *PCtip* talked about the success of the publication in its first year.

Over the last decade *Computerworld* has quadrupled in size from 200 to 800 pages and has grown from a circulation of 1,800 to 7,800. *Macworld* has a current distribution of 10,000 and *PCtip*, launched last year has a circulation of 289,000. 🖳

ON LINE

JAYE TYLER

Director of Operations, Response Technologies, is this week's guest columnist.

Q Response Technologies is a "lead and inquiry management" organization. Can you explain what your company does?

A RT's business is focused on gaining the maximum advantage for its clients at the initial point of contact between buyer and seller, by providing integrated services to help companies respond quickly to buyers' requests for product information. The most critical component of any marketing program is the information flow and how immediately a prospect can be qualified, sold a product or receive information that could lead to a sale.

For example, one of RT's telemarketers in the Framingham response center will answer a toll-free number which appears in a client's advertisement, gather contact and demographic information about the caller ("Do you control the budget to purchase this product?" "What is your timeframe for purchase?").

Once that data has been gathered online by the telemarketer, it is typically fed into a lead-ranking model which drives the type of fulfillment the prospect is to receive. At the high end of the model, RT will seamlessly transfer a hot lead — someone who wants to purchase now — to the client's sales office. A simple request for information — marketing collateral, demo disk — is fulfilled within 24 hours.

RT was acquired by *Computerworld* in March '94 and made part of its Customer Information Division last year. What are the benefits of working with a company like *CW* as opposed to being an independent entity?

RT was founded by Charles Coleman and has been in the response management business for over 11 years. Without a doubt, the most exciting chapter in the history of RT has been the acquisition and the honor of becoming a part of the *Computerworld* family. The single most significant benefit has been the ability of RT to leverage the tremendous resource of talented individuals at *CW* and their relationships in the IS industry.

This has subsequently enabled RT to develop business from companies it would never have been able to entertain from its former position. The most immediate example that comes to mind is the Texas Instruments Extended Office Technology seminar program. This is a marketing campaign developed and sold by Bernie Theobald of IDG Marketing Services which has packaged IDC, three IDG publications (*CW*, *PC World* and *InfoWorld*) and RT. It features an eight-city seminar campaign in September and October to promote TI remote connectivity related products.

RT is providing all response-center-related services including receiving all incoming calls and faxes to register attendees, outbound telemarketing and fax confirmation/reminders two days before the seminar and capacity reporting (are the seats being filled?) by site to TI. We are also overseeing the production of the direct mail invitation and coordinating the events' logistics management component through two outsourced relationships.

What is the scope of your work and how has your client base changed since the acquisition?

True to the IDG decentralized model, RT is a separate business unit within the Customer Information Division and is very externally focused to generate revenue from its own set of clients. *CW* does not intend to limit the scope of RT's work and hopes that RT will help *CW* to identify and establish relationships with smaller, fast-growing high-tech companies that have a real need for RT services but can't afford to advertise in *Computerworld* now but may be able to with future growth.

As far as the change in our client base, at the time of the acquistion, RT's revenues from non-IT companies was 41% compared to an average of 18% today, which represents a logical and expected revenue migration to the IT marketplace. We see this trend continuing as we approach FY96 and continue our efforts to work with more IDG units.

How will your services change and/or expand over the next six months?

During April and May of this year, RT went into the marketplace and talked to its current and former customers, prospects and some selected individuals who we know in the industry.

The three basic questions we asked were, "What service that RT currently does not offer should we offer in the future?", "Do you foresee changes in the way lead management systems will function in the future?", Which of RT's services most significantly affects the way you do business?"

The feedback was very consistent in the areas of meaningful reporting and ROI analysis, the ability to efficiently and effectively utilize a centralized marketing database and online/Internet lead management. None of this was very surprising to us because it's what we hear every day from our customers and is good news for RT because it served to corroborate the great demand for our services.

One area of great interest to our customers which will certainly affect our future service and product mix is the World Wide Web, and specifically how home pages will be used and measured as a cyberspace marketing medium. RT is currently working with two customers who are developing home pages and who have asked us to assist them in the back end processing and output components of this new lead generation vehicle. Two other areas we are seeing increased demand are trade show response management and Channel Mangement and VAR support programs — more on this the next time I have the privilege of being the On Line guest columnist.

GLOBAL COMMUNICATIONS UPDATE

Beginning with this issue, IDG World Update will consolidate the monthly Lotus Notes Update and On the Internet Update columns into a single Global Communications Update, which will appear regularly in this space.

This month's column is written by Jeff DeBalko, who recently joined IDG's International Publishing Services as vice president of Global Communications. Previously, Jeff spent nine years at InfoWorld, most recently as IS director. Below, he summarizes his new responsibilities as they relate to IDG's global communications initiatives.

Nineteen-ninety-six will mark an important new beginning in IDG's global communications effort. My work will be focused on developing a comprehensive global information, communications, and technology strategy for IDG. Working in conjunction with the business units around the world, we will make IDG not only the greatest provider of information on information technology, but the most effective user as well.

There are many challenges that lie ahead. While IDG's decentralized organizational style has been the key to its success, it does present unique challenges with regard to effective communications and the development of a cohesive technology infrastructure. My role is not to create a centralized, global IS function but to facilitate the ability to share the wealth of resources that are available both at the individual business units and the corporate level where appropriate. Quite simply, the Global Communications Group will be offering resources and support, not mandates.

There are three primary areas that I intend to focus on as we move forward.

CREATING A GLOBAL NETWORK

Before we can effectively share any type of information, we must put in place a global high-speed network. Given the diverse nature of our business units around the world, we must in effect have multiple networks, offering several options with regard to access, speed, and cost effectiveness. Our connection options will include dial up async, the easiest method and lowest common denominator when it comes to network access. The second option will be the Internet. While Internet access lacks total security and reliability, it may be the most expedient and cost-effective method for many business units to use, especially internationally. Finally, we will offer a private network to provide us with the security, reliability and support necessary for a company like IDG to communicate effectively. We have already begun evaluation and testing of several private network options.

DEBALKO

We have also made some changes to the way technology is managed at the corporate level. We are working closely with **Nancy Newkirk** and the IDG IS department to make Framingham the global technology hub of our network. The first significant change is that Nancy will be adding a Notes Mail administrator to her staff to manage the corporate E-mail system and gateways.

APPLICATION DEVELOPMENT

Our application development effort will focus on three areas.

1) Information sharing and interactive communications. This involves delivering a suite of applications to allow IDG corporate (including the CSC and the support units), to share information and to communicate interactively with business units around the world. Much of the information and communications that currently exist on paper and/or fax format will be automated. The cornerstone of this suite will be a global customer intelligence application that will contain strategic information regarding our top customers around the world.

2) Automation. The second area of application development that we will focus on is the automation of the individual IDG corporate units. Two groups in particular, Finance and Human Resources, distribute a tremendous amount of information via paper and fax. We have begun discussions with the managers in these groups to outline the most effective ways to begin to automate their work.

3) Business unit consulting. Our third area of development will apply at the business unit level. Our experience with Lotus Notes at *InfoWorld* during the past three years yielded dozens of applications that can be shared with other business units around the world. In addition, several other IDG business units around the world have developed significant Lotus Notes initiatives and have several valuable applications that they are willing to share.

While we will not be developing applications for specific business units, we will be developing new applications that can be used by many units, and customized by them to meet their individual needs. We are in the process of hiring a senior applications developer at IPS to work on these projects.

I would like to clarify the role of Lotus Notes in our initiative. I am certainly a proponent of Notes. We have chosen Notes as the most effective way to deliver and exchange information on an enterprise-wide basis for IDG.

While a great deal of the application development will be done in Notes, much of our work will be to integrate other data sources with Notes to be able to deliver the most compelling information available. We will encourage and support business units in evaluating Notes. We will also work with whatever application environment individual units choose, to integrate them into our global information infrastructure.

CONSULTING

Finally, I would like to make myself available to work with individual business units as they develop and enhance their own IT infrastructure. The effective use of technology can have a significant impact on the performance of a business, and I am always interested in sharing my thoughts on the subject.

Jeff DeBalko may be reached via the Internet at: jeff_debalko.idg.com.

IDG Job Opportunities Update
Monday August 28, 1995

SENIOR EDITOR (CW)
Computerworld's editorial department is looking for an individual with a high level of motivation who is able to generate, on deadline, weekly high-quality, enterprising news stories demonstrating Computerworld's status as the leading provider of information on application development issues. Bachelors degree in English or Journalism desired plus 4 years reporting experience. A minimum of 2 years experience at a computer publication necessary.

EAST COAST SALES REPRESENTATIVE (CW/RT)
The individual in this position must possess knowledge of Inquiry Management Services, including but not limited to telemarketing, database management, and fulfillment services. This position requires taking a consultative approach to sales in the area of communications (Lotus Notes) and the electronic/On-Line industry (Internet). Sales and marketing experience required.

MARKET RESEARCH ASSOCIATE (CWDD)
The selected candidate will assist in market research. Responsibilities will include scripting, tabulating and reporting. Individual will also assist in secondary research projects. Knowledge of market research concepts and the computer industry required. He/she must be computer literate with an emphasis on Excel and FoxPro.

CONTENT/ADMINISTRATOR (EMS)
Ideal candidate should have a broad understanding of the WWW and other related on-line services. An understanding of basic Unix commands and environments helpful. This position will provide administrative tasks for a large group of Web developers and corresponding Support/Services personnel. Excellent communication skills are required.

CONTENT / ADMINISTRATION ENGINEER (EMS)
Selected candidate should have a wide knowledge of WWW related skills, in addition to Unix and SQL database administration experience. This position will share ownership in a number of large and complex Webspace projects. Required technical skills are production HTML, Unix administration and networking, HTTP server setup and maintenance and programming. Web management knowledge and experience required. Design and editorial experience a plus.

CONTENT / DOCUMENT ENGINEER (EMS)
The ideal candidate should have knowledge of WWW related skills, in addition to editorial and technical writing experience. This position will share ownership in a number of large and complex Webspace projects. Required technical skills are production HTML, text manipulation, editorial and technical writing, simple design, and understanding of Unix and Unix networks. Web management knowledge and experience required. Programming skills a plus.

CONTENT / DESIGN ENGINEER (EMS)
The individual in this position should have WWW related skills, in addition to computer graphics and design experience. This position will share ownership in a number of large and complex Webspace projects. Required technical skills are production HTML, text manipulation, graphics and design and an understanding of Unix. Web management knowledge and experience required. Programming skills a plus.

CHIEF FINANCIAL OFFICER (EMS)
The CFO will be responsible for all financial and administrative operations of IDG's Interactive Services Group. This position will be responsible for financial model development for interactive services projects in addition to all financial support issues between ISG and its client publications. A minimum of 15 years experience in financial operations required.

RESEARCH ASSISTANT / PC PRICING (IDC)
Selected candidate will be responsible for the maintenance of a PC specification database, interact with clients and vendors, and contribute to various projects. A college degree with a strong PC proficiency, especially hardware required. Experience in Lotus Notes and FileMaker Pro helpful.

PART-TIME COPY EDITOR (IDG/IPS)
The individual in this position must be prepared to move a high volume of stories quickly and cleanly. Specific duties include on-screen copy-editing and writing headlines for stories from a variety of sources for distribution to an international audience. A journalism background and familiarity with AP style is required. Experience on IT publications preferred.

EDITORIAL ASSISTANT (IDG/IPS)
This position offers exposure to all facets of News Service operations. Specific duties will include: retrieving copy from overseas correspondents and IDG publications worldwide; organizing and maintaining New Services databases and library resources; event planning and organization and spot news writing. Journalism training and/or interest is required. Some professional experience preferred. Interest in computers, on-line services and/or electronic publishing a plus.

CONTROLLER (IFTW)
Successful candidate should have experience in providing financial expertise and assistance in a decentralized environment. Experience in supporting an organization's financial projections, accounting functions, reporting and internal control requirements essential. A BA in business plus a CPA required. MBA a plus. A minimum of 8 years multi-functional and accounting experience plus operating-level managerial experience required. Publishing experience preferred.

DEPARTMENT EDITOR / HARDWARE (IFW)
The Hardware Editor, in conjunction with the News Editor, will run the day-to-day operations of a 5-person staff and be responsible for directing and shaping the weekly-breaking news coverage. The editor will be responsible for editing copy and coordinating the art and production functions. A minimum of 5 years news experience covering hardware plus 1 year of management experience necessary.

WEBMASTER / IW ELECTRIC (IFW)
The WebMaster will oversee the design and structure of InfoWorld's Web site. This position requires thorough knowledge of HTML, knowledge of Perl scripting, and a basic understanding of the following: PCs, Macs, IS networks and structures, graphics formats and conversion utilities. Excellent communication skills are necessary. A sense of aesthetics and design important.

DIRECTOR, NATIONAL ACCOUNTS (IDG/B)
The Director of National Accounts will develop and implement national sales strategies for increasing sales and profits through national customers. Candidate will call on accounts, develop and coordinate sales presentations and ensure adequate sales service. A minimum of 5-7 years sales experience, preferably in the book publishing industry required. Individual should have a strong computer/technical background.

KEY ACCOUNTS MANAGER / WEST COAST (IDG/B)
Selected candidate will be responsible for the selling and management of large key accounts. Experience with the wholesale/office club channel a plus. A minimum of 3 years experience required.

KEY ACCOUNTS MANAGER / INDIRECT ACCOUNTS (IDG/B)
The individual in this position will be responsible for selling and management of indirect key accounts. Must be able to work in a team environment. Experience with national computer retailers a plus. A minimum of 3 years sales experience essential

KEY ACCOUNTS MANAGER / SOFTWARE CHANNEL (IDG/B)
This individual will be responsible for selling and management of software channels. A minimum of 3 years sales experience required. Solid experience with software channels necessary.

KEY ACCOUNT MANAGER / COMMISSION GROUPS (IDG/B)
Ideal candidate will be responsible for the management of the commission rep groups and their accounts. A minimum of 3 years sales experience with some experience managing sales force/commission groups required.

EXECUTIVE ASSISTANT (IDG/B)
The individual in this position will provide administrative support to the Publisher Responsibilities will include meeting arrangement, schedule coordination, filing and faxing. Excellent communication skills necessary. Computer literacy required. A minimum of 2-3 years office experience necessary.

DIRECTOR, LAN TECHNOLOGY & COMMUNICATIONS (IDG/B)
Ideal candidate will provide management and support for LAN/PBX environment and technical support areas, including development of LAN/WAN/Man and PBX strategy. Duties will include the implementation of PBX/WAN integration and development of standards for LAN/WAN performance measurement. BS in electrical Engineering or Computer Science required plus 4-6 years management experience. Experience in multi-site LAN/WAN Man environment, detailed knowledge of LAN protocols (IPX,TCP/IP, Netbeui) topology and performance issues, plus knowledge of PBX and LAN telephone integration necessary.

ADMINISTRATIVE ASSISTANT (MAC)
The ideal candidate will provide administrative and editorial support to The Editorial and Art departments. General office experience along with knowledge of Macintosh word processing required. Familiarity with database applications essential. Organizational skills are necessary. Must be detail-oriented.

DIRECTOR OF ADVERTISING (PCW)
Candidate will create an aggressive plan to meet company goals for ad pages, revenue and marketshare. He/she will provide the staff with leadership, promote a positive selling environment, problem solve, negotiate, maintain regular field visits and represent PCW to agencies and advertisers. Responsibilities include setting ad page and revenue targets for the year, developing marketing strategies and overseeing the department budget. A minimum of 5 years experience selling ad space for a computer magazine plus 2 years management experience in sales required. Extensive knowledge of the PC industry necessary.

PART-TIME PROJECT COORDINATOR (PCW)
The individual in this position will coordinate, develop and implement content areas within the PCW Online Services Group's presence on America Online, CompuServe, Prodigy, the Internet/WWW and other platforms as necessary. He/she will be responsible for procuring on deadline raw materials and content from content providers, formatting text and graphics for a wide variety of online platforms, implementing specific content areas on all platforms and coordinating new projects from concept to release. Knowledge of text formatting tools along with a working knowledge of graphics conversion on the PC a plus. (30 hours/week)

PART-TIME CONTENT DEVELOPMENT SPECIALIST (PCW)
Ideal candidate will create content for online areas and publications maintained by the PCW Online Services Group. Individual will work with the PCW Editorial Staff to develop, implement, and maintain versions of PC World, Multimedia World, Digital Video Magazine and IDG Newsletter products, special editorial supplement areas and advertiser areas on the WWW, Microsoft Network, AOL, Prodigy and CompuServe. Must be able to create and modify content on various platforms, including the HTML scripting language, use of Microsoft MediaView, BlackBird tools, and AOL Rainman Plus software. (30 hours/week)

ADVERTISING INFORMATION ASSISTANT (PCW)
Selected candidate will assist with the booking, billing, and reviewing of advertising space in PC World. Duties will include assisting with the Card Deck and ancillary PC World products. Individual will be responsible for entering advertising data into the IDG TRS system and contacting salespeople for questions and assistance. Excellent communication skills required. PC literacy a must.

ADMINISTRATIVE ASSISTANT (PCW)
The individual in this position will provide administrative support to two Sales Managers. Responsibilities will include phone coverage, word-processing, client contacts, filing and photocopying. Excellent communication skills required. Must be familiar with the IBM PC or compatible, Word for Windows, Q&A and Excel. A minimum of 1 years clerical experience required. This position is located in Rochelle Park, NJ.

IDG Job Opportunities Update

August 28, 1995

Division	Title	Location	Contact Mgr.	Phone
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Dir. of Media Dev. & Agency Relations	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrator, Executive Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Graphic Designer	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Sales Associate	Irvine, CA	T. Lehane	(415)347-0555
CW	Associate Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Account Executive	Framingham, MA	T. O'Connor	(508)820-8556
CW	District Sales Manager, Southeast Region	TBD	B. Hockswender	(404)931-8104
CW	Western Regional Sales Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Sales Associate	Burlingame, CA	S. Perry	(508)820-8160
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CW/RT	Account Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	East Coast Sales Rep.	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	Market Research Associate	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
EMS	Content/Administrator	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Content/Administrative Engineer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Content/Document Engineer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Content/Design Engineer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Chief Financial Officer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	SQL / Web Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	C, C++ / Perl Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Web Generalist	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Perl / CGI Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	VP Operations	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	VP Marketing/Business Development	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Product Manager	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	User Interface Design Expert	San Mateo, CA	E. Dorsey	(415)286-6733
IDC	Research Assistant / PC Pricing	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, Electronic Delivery Products	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manger, Object Tools	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Sr. Research Analyst, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDG	Part-Time Receptionist	Rochelle Park, NJ	P. Fowler	(508)935-4796
IDG	HR Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796

IDG Job Opportunities Update

August 28, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Senior Payroll Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Financial Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Corporate Email Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts Manager / West Coast	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts Manager / Indirect Accts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts / Software Channel	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Account Mgr. / Commission Groups	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director, LAN Tech. & Communications	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Assistant Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Marketing Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Events Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Art Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Subsidiary Rights Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	Office Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Sales Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Sales Dir., Mass Markets/Nat'l Accts.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	New Account Specialist	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Associate	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Indianapolis, IN	P. Levenduski	(415)655-3015
IDG/B	Editorial Content Manager	Foster City, CA	J. Maroney	(317)596-5222
IDG/B	Worldwide Web Site Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Senior Print Buyer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of International Marketing	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Distributor Sales	TBD	P. Levenduski	(415)655-3015
IDG/B	Publicity Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Editor, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Brand Manager, Macworld Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Mgr., Cust. Serv..& Dist. Ctr. Liaison	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Marketing Coordinator	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	International Sales Account Executive	Foster City, CA	P. Levenduski	(415)655-3015
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919

IDG Job Opportunities Update

August 28, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG/IPS	Part-Time Copy Editor	Boston, MA	J. Skillings	(617)423-0405
IDG/IPS	Editorial Assistant	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	UK Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IFTW	Controller	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / GamePro	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Ad Coordinator	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Expo Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager/Expos/Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Director, Expos, Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / E2	Los Angeles	K. Lynch	(415)286-2594
IFTW	Conference Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Newsstand Sales Manager	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594
IFW	Department Editor / Hardware	San Mateo, CA	S. Barnes	(415)525-3464
IFW	WebMaster / IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Associate Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Infomarket Account Manager	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Publishing Systems Specialist	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566
IFW	Sales Representative / Display	San Mateo, CA	L. Schmid	(415)312-0669
IVI	IT Research Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
MAC	Administrative Assistant	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	Framingham, MA	M. Chow	(415)978-3272
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	D. Volpe	(508)935-4192
PCW	Director of Advertising	San Francisco, CA	J. Edman	(415)978-3250
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640
PCW	Advertising Information Assistant	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Administrative Assistant	Rochelle Park, NJ	J. Grogan	(201)587-0090
PCW	Assistant Editor	San Francisco, CA	C. Wood	(415)978-3321
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791
Publish	Account Manager	San Francisco, CA	F. Lee	(415)267-1722

IDG WORLD UPDATE's LocaLoop

FOR SALE

- **1991 Honda Accord LX, 4-door sedan**. Five-speed, a/c, power windows and locks, stereo w/cassette. Brand new tires, water pump and timing belt. Fully guaranteed exhaust system. Asking $10,900.

  - Linda Guyette, Connell Communications
  603-924-7271, ext.66

- **1990 Ford Taurus**, bronze, loaded. 95k miles, new tires. $4,500.

  -Steve McClure, IDC, 508-935-4604

1991 Ford Probe. Black, 5-speed, 6-cylinder, a/c, AM/FM cassette deck, sun roof. 50,000 miles — runs good, looks great! $7,100 or best offer.

-Donald Young, CSC, 617-534-1205

- **1992 Geo Tracker**. Convertible, yellow with black roof; 5-speed, 4-wheel drive, power steering, power brakes, AM/FM radio. One owner, 55,000 miles, excellent condition. $8,400. Call Allen at 603-899-6935 (until 8 p.m.) or 508-632-6600, ext. 153 (Mon.-Fri. until 4:30 p.m.).

  - Carolyn Novak, Computerworld

- **1990 Mazda MX-6**. Blue, 5-speed, new clutch, brakes and tires. 82,000 miles. $5,000.

  -Svetlana Albinder, IDG Central Services, 415-978-3165

- **Couch and matching chair** Practically new.Purchased from Sears Home Life, moving and must sell immediately! Blue with medium beige print design and wood side arms -- very pretty! $850 or best offer.

  - Tracey Grogan, CIO, 508-872-8200, ext. 4449

- **Baby furniture.** Simmons Glendola crib with mattress and Simmons three-drawer dresser with flip-top changing table. In excellent condition. Retails at Boston Baby for over $1,000; asking half price.

  - Cynthia Laird, CIO, 508935-4086

- **Exercise bicycle**. Health Rider. Three months old, almost never used due to injury. Must sell. New, worth over $500; asking $450. Includes instructions, tapes, book.

  – Heather Guinard, Active Media, 603-472-2421
  or 603-622-4261

- **Whirlpool washer and dryer**. Only six-months old, extra-large capacity. Must sell — moving! $550 or best offer.

  -Beth Bertolozzi, IDG Research Svcs., 508-370-0852
  or 617-262-4771

- **Children's toys**: Crazy Coupe, $25; Fisher Price Sandbox Turtle, $10; Minnie Mouse purple tricycle, $10; small pink baby carriage, $10.

  -Peggy Hennessy, Computerworld, 508-620-7745
  or 508-533-5308

- **Burgundy, damask antique couch set:** couch, loveseat, ottoman. $1,100 or best offer. **Oriental rug**. Blue wool, 8 by 11 ft., $275 or best offer. **Computer desk**. Solid wood with glass top, $175 or best offer.

  - Vanessa Silva-D'Amelio, IDG Marketing Services,
  415-676-3002

- **Bally Lifecycle exercise bike.** Excellent condition. $600 or best offer. Will deliver within the San Francisco Bay Area. Also: **Macintosh SE 1/20 with HP Deskwriter printer**. Includes word processing, Excel and other software. $500 or best offer.

  - Paula Zahakos, Computerworld, 415-548-5542

- **House**. Medway, Mass. Absolutely adorable multi-level home with open floor plan. Six rooms, three bedrooms. Newly renovated kitchen and family room. Living room with fireplace and vaulted ceiling. Lots of closets, pantry and storage space. Attic fan and pull down stairs. All appliances included. Motivated seller! $141,900.

  - Toni O'Connor, Computerworld, 508-820-8566

VACATION RENTALS

- **Squaw Mountain Village condo on Moosehead Lake, Maine.** Two bedrooms, two baths, deck, fireplace, golf, tennis, beach, pool and marina. Available for weekly/monthly rental.

  - Alexandra DiIeso, Macworld, 508-370-0831
  or 617-923-1788

SERVICES

- **Small group home daycare**. Full- or part-time openings available now. Personalized care, safe and quiet neighborhood, fenced yard with swing set and Little Tikes equipment. 13 years experience, CPR/first aid certified, license #91931. Call Michelle at 508- 562-5077.

  -Kenneth Fuller, IDG Credit, 508-935-4232

•CONTINUED ON BACK •

Send your ads in by Sept. 20 in order for them to appear in the Sept. 25 issue! (Coupon on back page.)

IDG WORLD UPDATE's Local Loop

BIRTHS

Michael Siggins (*CIO*) and his wife Cara welcomed a daughter, Mackenzie Channing, on July 30. Mackenzie weighed 8 lbs 2oz.

Carolyn Marsan (*Federal Computer Week*) and her husband Bill, welcomed their first child, Julia Frances, on Aug. 4. Julia weighed in at 8 lbs. 5oz.

Carolyn Novack (*Computerworld* Custom Publishing Group) gave birth to a son, Kevin Joseph, on Aug. 5. Kevin weighed in at 6 lbs. 9 oz. and was 19 1/2 inches long.

MARRIAGES

Anna Gabriel (*Network World* Midwest Advertising Sales Office) married George Caran on Saturday, June 10.

PLEDGES WANTED!!

Mary Beth Welch of *Computerworld* will be biking in the 250 mile Boston-to-New York AIDS Ride Sept. 15-17 to raise money for AIDS-related services at the Fenway Community Health Center in Boston. Anyone interested in making a pledge to support the ride should fill out and mail the coupon below. Mary Beth must submit the money she's raised by Sept. 1, so please include your donation with the pledge sheet or mail it in as soon as possible to her at Computerworld, 375 Cochituate Road, Framingham, MA 01701. If you have questions, call Mary Beth at 508-820-8157.

Name ______________________________

Business unit ______________________________

Pledge amount ______________________________

Telephone number ______________________________

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

Your name: ______________________________

Business unit: ______________ Tel: ______________

Mail or fax to: IDG World Update,
41 West St., 7th floor,
Boston, MA 02111
fax: 617-423-0712

Retreat Helps Connell Executives Focus on Future

PARTICIPATING IN CCI'S FIRST EXECUTIVE RETREAT ARE (FROM LEFT): IAN ROSS, *Ellen Holmes, Jim Connell, Al Race, Leesa Ferguson, Jayne Engel, Gloria Redman* *and David Sokol.*

With growth pegged at more than 400% during the past five years, Connell Communications held its first Executive Retreat at New Hampshire's Mount Washington Hotel last month.

For many of the participants, it was the first opportunity to meet face-to-face with colleagues from CCI's offices in Peterborough, N.H., Cambridge, Mass., New York, Nashville, Tenn., and Little Rock, Ark.

Attendees were members of the various Publishing Executive Boards throughout CCI and included CEO **Jim Connell**; Music Division Publishers **Ellen Holmes** and **Michael Hurley**; Video Division Associate Publishers **Kathy Coutts**, **Leesa Ferguson** and **Gloria Redman**; IT Division Joint Executive Publishers **Jeff DeTray** and **Ian Ross**, along with Editorial Directors **David Sokol**, **Michael Comendul** and **Al Race**.

Also in attendance were Circulation Director **Beverly Chaloux**, MIS/Accounts Manager **Deb Hillson** and Human Resources Director **Jayne Engel**.

Everyone participated in three days of presentations and discussions facilitated by Dr. Paul Tiffany, adjunct associate professor from the Wharton School of the University of Pennsylvania and the Haas School of Business at the University of California. Dr. Tiffany addressed management issues in conjunction with the presentations of each of the business unit managers, who spoke about their specific publications, new projects, and projected growth.

Discussions centered around the 421% growth that CCI has seen in the past five years, and how the lessons from that growth could be used within the newly formed publishing executive board structure. In addition, Deb Hillson and Jayne Engel made presentations outlining their roles in supporting CCI's business units and the specific missions within their departments.

Further discussion was facilitated by Dr. Charles Dwyer, also of the Wharton School, who led a number of sessions on management skills, including group dynamics, interpersonal relations, conflict resolution, team dynamics and organizational culture and communication.

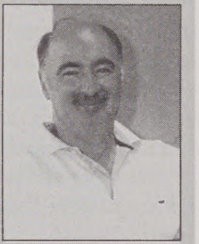
As a follow-up to CCI's Executive Retreat, each business unit will hold a town-meeting-style forum to share what was learned and further a better awareness of CCI's development plans for next year throughout the company.

Thanks to CCI's Jayne Engel for contributing this story.

AT A GLANCE: CONNELL COMMUNICATIONS

Connell Communications Inc. was founded in 1987 by IDG Chairman Pat McGovern and Jim Connell with the objective to create the highest monthly paid circulation in the video industry.

During the past five years, CCI has expanded by over 400% and is now organized into four publishing divisions and an administrative support division.



CONNELL

The video division accomplished its original mission and now publishes *Video Event, Take One, Coming Attractions* and *Game Hits*. According to *Advertising Age*, the ABC and BPA Top 200 paid circulation list puts *Video Event* at No. 54 in the country with a paid sale of 1,270,633 and *Take One* at No. 65, with a paid sale of 1,158,243.

The company's music division, which was formed two years ago, now has four publications: *CD Review, New Country, Shout!* (Christian music) and *Sol A Sol* (Latin music).

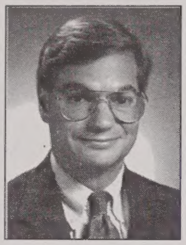
Its IT division publishes how-to style magazines and currently has three bi-monthlies: *DOS World*, *Maximize* (Windows) and *I-Way*.

Its fourth publishing division, CCI Crosby, publishes consumer and educational guides for cable and interactive programming, and includes *Cable in the Classroom*, *Better Viewing* and *Stargazer*.

CCI is based in Peterborough, N.H. and maintains offices in Little Rock, Ark., Cambridge, Mass., Nashville, Tenn., and New York.

NOTEWORTHY

PROMOTIONS


EDMAN

Jeff Edman, formerly *PC World* VP/director of advertising, has been promoted to associate publisher. Jeff joined the publication in 1985 as Midwest advertising manager and subsequently served as Eastern ad director, ad director for market development and VP/national account. "With his razor sharp skills, ability to cut to the quick of any issue and capacity for working with advertisers to develop creative solutions to their marketing challenges, Jeff has helped move the *PCW* advertising sales department beyond the business of selling space and into the role of marketing partner," said PC World President **Rich Marino**.

NEW EMPLOYEES

IDC adds two new staff members to its roster. **Keith Kmetz** is research manager for multifunction peripherals. Keith has a BA in behavioral sciences from Concordia College and an MBA in marketing from Babson College. Outside the office he enjoys racquetball, volleyball and softball.

As a Lotus Notes specialist at IDC **Ralph Borcherds** will be responsible for roll-out, training and support of Notes. Ralph held a similar position at Monitor Co. He is pursuing a degree in computer science and enjoys reading.

InfoWorld welcomes **Brian Doval** as assistant art director. Previously a floor manager for Shaw's Supermarket, Brian earned his BFA in graphic design from Colby-Sawyer College, where he also minored in photography. Brian's free-time pursuits include stunt kite flying and camping.

Andrew Lan is a sales associate at *InfoWorld*. Andrew earned a BS in advertising and minored in marketing at San Jose State University. Camping, rollerblading and skiing are his favorite free-time pursuits.

Patricia Keller is a sales associate for *Computerworld*. A graduate of Fairleigh Dickinson University, Patricia has a BA in political science and lists yoga, hiking and photography as her favorite outside interests.

Kenyon Brown has joined IDG Books as a developmental editor for Macworld Press. Kenyon worked most recently as a senior writer for Tec-Ed, a technical communication and graphics services consulting firm. He earned a BS in education and an MA in instructional technology from the University of Michigan and counts hiking, rock climbing and reading science fiction among his favorite outside interests.

Heather Madden has signed on as a research assistant at IDG Research Services. Heather is a recent graduate of the University of Massachusetts/Amherst with a BS in marketing.

Leslie Ryder is a national account manager for *Macworld*, whose territory includes the Northwest U.S. and the Bay Area. Leslie spent the past five months consulting for *MW*, and prior to that time worked as district sales manager for *Windows Sources* and *Byte* magazines. She has a BS in mass communication from the University of Utah and devotes much of her spare time to raising her daughter, and volunteering in her community.

Previously a sales assistant at Ziff-Davis Publishing, **Margaret Level Green** has been hired as a sales assistant at *MW*. Margaret received her BFA in illustration from the University of California/Long Beach, and lists painting, drawing, diving and gardening among her outside pursuits.

Gabrielle Silverman Green is account manager for *Macworld*'s Directory and Web Watch sections. Prior to joining *MW* Gabrielle was Southwest regional manager for *Mac Home Journal*. She attended Dominican College and lists laughter as her No.1 hobby.

IDG East Coast Employees Rise to the Corporate Challenge

MORE THAN 30 EMPLOYEES FROM IDG'S BOSTON-AREA BUSINESS UNITS *participated in the Corporate Challenge on July 20. The three-and-a-half-mile race is the largest road race in Boston with over 15,000 runners and walkers.* ***Rachel Tognazzi*** *and* ***Richard Miller*** *had the best times of the group, finishing in 29:30 and 18:46 respectively. (Front row, l-r):* ***Lynda Fitzpatrick, Tom Lahive,*** *Rachel Tognazzi,* ***Susan Frankle, Lorraine Cosgrove, Joan McNeil, Jessica Lindheimer.*** *(Middle row):* ***Bob McCullough, Mary Musgrave, Evan Quinn, David Rines, Karen Frangione.*** *(Back row):* ***Mike Timmons, Brad Christenson, Scott Tharler.*** *Not pictured:* ***Kirby Scudder,*** *Richard Miller,* ***Stephen Cervieri, Mark Gomes, Brian Clarke, Jim Falanga, Terence Jones, Jim O'Donnell, Megan Santosus, Debi McKenna, Bridget Cammararta, Christine Tennison, Mark Silver, Rob Garretson, Sara Mason*** *and* ***Cara Cunningham.***

IDC

continued from page 1

workgroup computing all appeared on both lists."

But it's not just technology issues that InTEP members discuss at their bimonthly, two-hour briefings. "There's incredible interest in IT/IS management strategies too," Miller continued. "How do you instill what you might call 'business focus' into traditionally techie IT staff? And how do you manage the expectations that business users and executives have of the capabilities of information technology? I don't know many IT directors who aren't facing these questions right now."

Most recently, InTEP members met in London to share experiences about the commercial use of the Internet. IT directors from a leading global entertainment company and a worldwide construction company explained why they felt compelled to set up a presence on the Worldwide Web and what were the many problems they faced in doing so. After the presentations, InTEP members broke out into teams for intensive workshop discussions. The aim was to compare their own experiences and learn from the mistakes of those who had trodden the same path before them.

"Client/server computing is the topic of the next briefing in September," Miller concluded, "and we finish the year with a session on Disaster Recovery Planning — the Theory and the Practice. You'll be amazed to hear that there is a difference!"

For information about the IDC InTEP Forum in London, contact Anthony Miller at IDC UK on +44-181-995-8082 or fax +44-181-747-0212. In Australia, contact **Peter Hind** at IDC Australia on +61-2-922-5300 or fax +61-2-957-2330.

Thanks to IDC's Anthony Miller for contributing this story.

ADDRESS CHANGE

Computerworld Publishing has moved it offices to:

500 Old Connecticut Path Road
Framingham, Mass. 01701
Main telephone and fax
numbers remain the same.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-FOUR YEARS

Eileen O'Brien - IDC

NINETEEN YEARS

Ingrid Schmid - IDG Germany

SIXTEEN YEARS

Ann-Charlotte Berg - IDG Sweden

THIRTEEN YEARS

Bertrand de Cerval - IDG France

ELEVEN YEARS

Sebastiao Meneses - IDG Brazil
Siegfried Reich - IDG Germany

TEN YEARS

Pierre Berger - IDG France
Hans Peter Nitzsche - IDG Germany

NINE YEARS

Jean Paitel - IDG France
Jens Jørgen Krag Hansen - IDG Denmark

EIGHT YEARS

Kevin Greene - Integrated Media, Inc.
So Fong Yip - Macworld
Jose Juan Almaguer - IDG Mexico

SEVEN YEARS

Serge Del'Hommeau - IDG France
Lars Østermann - IDG Denmark
Nancy Sheehan - IDG
Mike Malone - IDG
Hermann Gfaller - IDG Germany

SIX YEARS

John Block - Computerworld
Marie-José Madelrieux - IDG France
Josef Gruber - IDG Germany
Drasko Markovic - IDG Sweden

FIVE YEARS

Anna Tse - IDG Hong Kong
Lynda Rosenthal - CIO
Bruno Varyse - IDG France
Thomas Roos - IDG Sweden

FOUR YEARS

Maria Grazia Tripodi - IDG Italy
Ann Roskey - Network World
Maria Costa - IDG Brazil
Anne Hazard - IDG France
Sabrina Chummun - IDG France
Kateline Renaudin - IDG France
Karina Møller Nielsen - IDG Denmark

THREE YEARS

Nancy Dixon - IDG Marketing Services
Kalan Griffin - IMS
Silvana Brambilla - IDG Italy
Neuza Buzogany - IDG Brazil
Maryse Gros - IDG France
Olivier Saint-Leger - IDG France
Juan Ramón Melara - IDG Spain
Oscar Kneppers - IDG Netherlands
Dr. Hermann Apfelböck - IDG Germany
Alexander Markus Deindl - IDG Germany
Uwe Kielmann - IDG Germany
Josef Kreitmair - IDG Germany
Michael Schweizer - IDG Germany

TWO YEARS

Pearl Chan - PC World
Cheryl Stephenson - PC World
Joyce Clarke - PC World
Tony Real - IDG Books
Alison Hoeske - Computerworld
Marisa Zampini - IDG Brazil
Joao Carlos Brito - IDG Brazil
Stéphanie Molinier - IDC France
Rikke Knudsen - IDG Denmark
Douglas Mashkuri - FCW Group
Renee Stephens - InfoWorld
Milan Domdey - IDG Germany
Toshihiko Amano - IDG Japan

ONE YEAR

Erol Karaagaç - IDG Turkey
Richard McCarthy - PC World
Joan McNeil - PCW Newsletters
Jim Welp - PCW Newsletters
Christopher Jones - Computerworld
Kathy Scott - Network World
Tracy Ellison - IDG Books
Judi Taylor - IDG Books
Ronnie Bucci - IDG Books
Samantha Hunt - IDG Media
Paul Williamson - IDG Media
Aad Storm - IDG Netherlands
Bettina Heinrich - IDG Germany
Josephine Högberg - IDG Sweden
Karin Hollsten - IDG Sweden
Frederik Sieradzki - IDG Sweden
Fredrik Sparrman - IDG Sweden
Sofia Wirberg - IDG Sweden

CELEBRATING 10

Lois Beninati

HOME: Hopkinton, Mass.

JOINED IDG: January 1985 as an administrative assistant

CURRENT TITLE: Executive assistant to the publisher, *CW*

BEST PART OF YOUR JOB: Definitely all of the wonderful people I have the privilege of working with.

EVER THINK YOU'D BE HERE 10 YEARS? Yes, everything about the company gave me a sense very early on that I would probably stay at IDG for a very long time.

JOINED IDG BECAUSE: I joined because of the opportunity for career growth as well as the great benefits that IDG provides its employees.

INTERESTS OUTSIDE THE OFFICE: My family, gardening, art and music.

MOST REWARDING EXPERIENCE: The birth of my son, who is now grown. I am anxiously awaiting the birth of a grandaughter.

DREAM DESTINATION: Italy

WORDS TO LIVE BY: The human spirit is stronger than anything that can happen to it.

THE RITZ-CARLTON

IDG CHAIRMAN PAT McGOVERN AND COMPUTERWORLD'S ***Lois Beninati*** *dined recently at Boston's Ritz-Carlton in honor of her 10-year anniversary with the company.*

FIVE PEOPLE YOU'D INVITE TO A DINNER PARTY: Michaelangelo, Claude Monet, Barbara Streisand, Tony Bennett, Harry Connick, Jr.

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? My photo albums.

MANAGER'S PROFILE: "Lois epitomizes the IDG spirit. She is an easy-going, efficient, dedicated, customer-centered, can-do kind of person. I consider myself lucky to have the opportunity to work with Lois and know *Computerworld* is fortunate to have her on its team."

- ***Kevin McPherson**, Computerworld publisher*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 36

September 4, 1995

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STUDENTS GAIN VALUABLE PROFESSIONAL EXPERIENCE AS INROADS INTERNS
PAGE 4

EMPLOYEES HONORED FOR PROVIDING EXCEPTIONAL CUSTOMER SERVICE
PAGE 5

IDG WORLD UPDATE

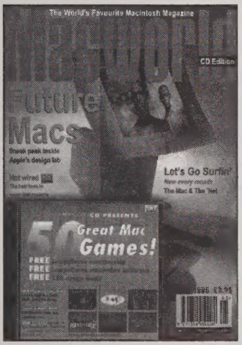
PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Macworld U.K. Racks Up 100% Newsstand Gain

An aggressive policy of newsstand promotions has yielded a 100% increase in newsstand sales for *Macworld* U.K. over the previous year, according to IDG Media, which puts current monthly retail sales at approximately 17,500 issues.

Figures released by Comag, one of the U.K.'s leading distribution houses, indicate *Macworld*'s May issue achieved the second highest newsstand sales in the U.K. among all Macintosh-related publications. The top spot was claimed by *MacFormat*, which targets the consumer market.

IDG Media's Mac Enterprises team, which is responsible for the company's Macintosh titles including *Macworld*, *AppleTalk* (a biweekly channel newspaper) and *Mac Action* (an entertainment title), credits a series of high-quality covermounts with helping entice readers to pick up a copy of the magazine. "And of course, once they pick up *Macworld*



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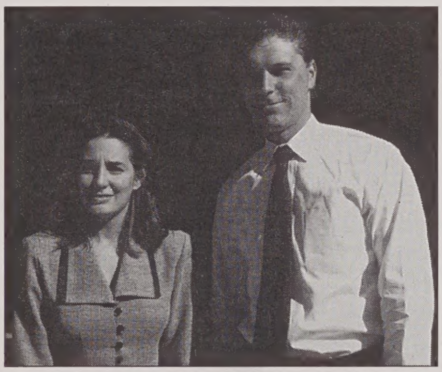
HR's Employee Referral Bonus Program Pays Off

Current employees referred one-quarter of new hires in first six months of 1995



IDC RESEARCH ANALYST JOHN FARRELL *stands with* ***Kelly Henry****, senior client services associate, one of three employees he has referred to IDC this year. John is in the running for the $2,000 grand prize.*

CW TELECOM ANALYST DENISE BOVE *(right) has referred four employees to IDG. Above are* ***Christine Silvestri*** *(left) of Response Technologies and* ***Francine Gay****, who works in the mailroom.*

IDG WORLD UPDATE PHOTOS

As part of its ongoing effort to attract high-caliber talented employees, in January IDG re-introduced its Employee Referral Bonus Program. The program provides a monetary incentive to employees for referrals that result in a hire at participating IDG business units throughout the U.S. "With almost 200 jobs currently on the posting, this program allows a hiring manager to reach qualified candidates that would not otherwise be targeted," noted IDC Associate HR Representative **Dana Miller**, who oversees the program. "And because employees are dealing with customers and contacts in the industry on a daily basis, this has become one of our best sources for hiring the most qualified candidates."

The response has been overwhelming. In the first six months of 1995, business units participating in the program hired a total of 404 employees. Of those, a whopping 108 were referred by current staff members.

To date, IDC is the leader in employee referral hires with 25; *Computerworld* is

•CONTINUED PAGE 5•

IN BRIEF

ComputerScope is Best-Read Among Ireland's Top IT Execs

A recent survey of senior business professionals in Ireland found *ComputerScope*, IDG's Dublin-based licensee, to be the best-read publication among "heads of IT."

According to results of the 1995 Business Readership Survey, conducted on behalf of the Institute of Advertising Professionals in Ireland, nine out of 10 senior IT managers in Ireland read *ComputerScope* and 87% consider the publication "important to read for their job."

On the strength of these numbers, *ComputerScope* has pushed ahead of its toughest competitors, *Irish Computer* and *Irish Times*, which ranked 83% and 65%, respectively. In addition, the 90% score represents the highest coverage of its target group of any publication in the survey.

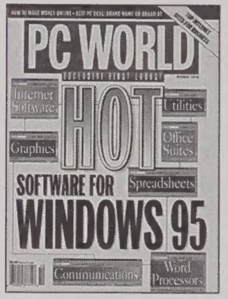
IDG Books Capitalizes on Windows of Opportunity

After lining up for their copy of Microsoft's just-released Windows 95, users would do well to stop by their local bookstore to pick up one of five new titles from IDG Books Worldwide designed to help anyone — from beginner to experienced user — get the most out of the new operating system.

Beginners can get started fast with *Windows 95 Simplified* by Ruth Maran, a full-color 3-D visual guide that illustrates how to use the built-in services and features of Windows 95. *Windows 95 For Dummies,* by bestselling author Andy Rathbone, brings non-technical readers up to speed quickly. Readers of all levels can learn what they really need to know about Windows 95 with *Real Life Windows 95*, written by bestselling author Dan Gookin. *Windows 95 Uncut* by Alan Simpson is the most comprehensive title for those who want to know everything about Windows 95. It includes a bonus CD-ROM featuring dozens of time-saving and award-winning Windows 95 shareware utilities and accessories. For computer enthusiasts who want to master Windows 95, *Windows 95 SECRETS* 3rd Edition, by Brian Livingston and Davis Straub is a "must read." The authors have uncovered many of the operating system's undocumented tips and shortcuts. Livingston has compiled an assortment of Windows 95 tools, utilities, and accessories for the bonus CD-ROM.

As with all IDG Books Worldwide titles, IDG employees are entitled to a 30% discount on the above books. Call Customer Service at 1-800-762-2974 for more information.

PC World's October Issue Sets IDG Revenue Record



PC World's October issue, weighing in at an impressive 398 pages, has set a new IDG revenue record for a single issue. The 279 pages of ads generated a total of $5,123,857, topping the previous record, also set by *PC World* last December, by more than $80,000.

According to **Jeff Edman**, newly appointed associate publisher of the 12-year-old monthly, the outstanding results can be attributed to "strong advertiser buy-in to *PCW*'s unique Top 20 review system and a special Win 95 promotion created at the request of Microsoft. Our Smart Computing for Kids special report, run in conjunction with *Child* magazine, was also a sellout," Edman said

MACWORLD U.K.

continued from page 1

WILLIAMS: *expecting more good news.*

and flipped through it, they were hooked," said **Karen Williams,** marketing manager.

The covermounts typically take the form of a compact disc (floppy disc versions are also available) done in conjunction with companies such as Adobe (fonts), The Image Bank (picture library), CompuServe, Burgess Video and Fujitsu (storage). In addition, other products, such as a book sponsored by Fujitsu on magneto-optical technology, have appeared as covermounts.

According to Williams, the company is expecting more good news when the January-June ABC audit results are released shortly. "We expect a 33.88% increase for *Macworld* over the last audit figures to 33,559 (UK 26,203)," Williams said. This compares favorably with the recently released results of competitive titles:

Mac User: up 2.63% to 28,548 (UK 26,045).
The Mac: up: 6.97% to 31,038 (UK 21,355).
Mac Format: up 17.38% to 47,122 (UK 26,730).

While *Macworld* figures are not yet certified, Williams said they are not likely to change substantially and will make *Macworld* the No. 1 title for professional Macintosh users in the U.K.

CORRECTION

Last week's issue of *IDG World Update* listed an incorrect E-mail address for VP Global Communications Jeff DeBalko. The correct address is: jeff_debalko@idg.com.

ON LINE

FRANK CUTITTA

The president of IDG's International Marketing Services is this week's columnist.

Q What is the charter of IDG's International Marketing Services?

A Our charter has historically been advertising media-centric. However, in March of this year, the IMS brief expanded to include the sales and marketing of IDG's international (non-U.S.) exposition network, which was previously under the World Expo organization. Simply stated, our new charter is to provide IT marketers a one-stop global resource and sales center for expositions and advertising.

As one who's spent most of his career at IDG on the international publication side, how would you compare or contrast expos and the media?

Although at first glance the international exposition business seems to be a natural extension of print media (and vice versa) one quickly learns that these are two very different businesses. Promotional cycles in the exposition business are much tighter; the cost of booth space is but a small part of the total exposition expenditure; and servicing demands are very intensive for new-to-market exhibitors.

Whereas in the advertising business you may have perhaps 12 or 52 opportunities to sell space in a publication, in the show business you have one shot per year. As such, the sales and promotional effort for each exposition must reach a crescendo at a point not too far in advance yet not too close to the actual show date. I've learned very quickly that with the dynamics of the global exposition business this is more art than science. As such, we are pleased to have the international trade show expertise of Dawn McKenna, our new VP of IMS/Expo Sales and Marketing in orchestrating this strategy.

That said, the businesses overlap in many ways. For example, both the media representative and the exposition representative must sell the market well before they can sell the ad or expo. Very few media buyers or trade show managers can independently decide that their firm should be entering rapidly emerging markets like Vietnam, China or Brazil.

What markets are you currently looking at?

We are currently in the process of developing an exposition portfolio which, much like the publication network, can be segmented by geographic region or by product line.

Currently, we are developing portfolios that will serve the ComNet, Macworld, E3, and Computerworld global exposition product lines. There is also a growing group of what might be called "non-aligned" expos which will be added to the mix.

Geographically, we have been focusing our sales efforts on China, Brazil, Eastern Europe and Vietnam. However, we have recently negotiated new representation agreements that will expand our sales focus to Japan, Canada, Mexico and most of the European markets.

Do you have two separate sales forces for publications and expos and if so, will they work together?

Our goal is to centralize certain aspects of our business unit that are complementary to both the expo and media businesses. For example, leads generated from promotional materials on the Vietnamese market will be equally valuable to advertising sales and expo sales given that we can provide solutions in both areas. This approach also reinforces IDG's strength in both areas.

However, there reaches a certain point in the servicing of these clients where the operational and technical aspects of expos and media diverge. Trade show managers have different needs from media buyers during and after the sales process. Because of this, we have established separate account teams within IMS to address sales and support issues that are unique to each of our two businesses.

That said, these IMS account teams will work hand-in-hand to provide clients with every resource needed to enter new markets or to expand in their current markets, while at the same time, assuring these clients of dedicated expo or media-specific expertise when they require it.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

INROADS Program Promotes Workplace Diversity, Excellence

Seven enterprising students gain valuable professional experience working at various IDG business units

The ranks of IDG's East and West Coast business units swelled by seven this summer when four returning INROADS interns and three newcomers signed on to get a taste of what it's like to work in a corporate environment.

IDG WORLD UPDATE

AJENE

IDG Vice President/Corporate Human Resources **Martha Stephens** initiated IDG's relationship with the INROADS program in 1992 and in four summers IDG companies in the U.S. have sponsored 22 internships. INROADS aims to prepare talented minority youth for professional careers in business and industry and does so by forging partnerships with sponsoring companies like IDG that hire and train the interns.

The program is spread across the four summers that the interns are attending college, but the commitment to the program continues throughout the year with participants attending training workshops and performing community service.

IDG WORLD UPDATE

COOPER

Students accepted into the INROADS program are at the top of their classes academically and must have grade point averages of 3.0 or above. They are also evaluated on various leadership characteristics.

IDG WORLD UPDATE

DAMM

Interns returning to IDG for the second summer included **Chinwe Ajene**, IDG Human Resources; **Autumn Cooper**, IDC; and **Laura Baza**, Infotainment World Accounting department. **Jamila Johnson** returned to *Macworld*'s Marketing Department for her fourth and final summer, while three new interns embarked on the program. **Maximo Damm** joined the IDG IS Department in Framingham, while on the West Coast, **Victoria Richards** worked in *InfoWorld*'s HR Department and **Nicolle Blanco** spent three- and-a-half months in *Macworld*'s Research Department.

Stephens said she believes that involvement in this program benefits the participating IDG business units as much as it benefits the interns who work for the company. It promotes diversity and excellence in the workplace, and each intern contributes a great deal to the department they serve, Stephens said. 🖳

LINDA SCHMIDT

INROADS INTERNS FROM IDG'S WEST *Coast business units marked summer's end with a good-bye luncheon. (Left to right):* ***Victoria Richards, Jamila Johnson, Laura Baza*** *and* ***Nicolle Blanco.***

INFOWORLD VP NAMED MENTOR OF THE YEAR

Long known for her support of various enrichment programs, Donna Vieraitis, InfoWorld's VP of Human Resources, was presented with the INROADS intern program "1995 Advisor/Mentor of the Year" award at the organization's annual awards banquet last month.

This award is presented to one advisor each year who has demonstrated outstanding care and concern for the INROADS intern. This includes taking a personal interest in the intern's development, serving as a role model, offering sound advice and encouraging the intern's participation in company activities.

Donna was nominated for the award by *InfoWorld* INROADS intern Victoria Richard. Victoria spent this summer as an intern in *IW*'s Human Resources Department and will be returning to the University of California/Berkeley as a junior this fall.

ROB RUBRIGHT

ADVISOR/MENTOR OF THE YEAR ***Donna Vieraitis*** *displays her award.*

"The INROADS program is phenomenal," Vieraitis said. "The students are incredibly high achievers that commit to high academic standards, community service and business knowledge. I have truly enjoyed working with Victoria this summer and look forward to her return the next few summers."

***InfoWorld*, which has sponsored INROADS interns for several years, also received recognition for publishing the program's newsletter for 1995.**

IDG Job Opportunities Update
Monday September 4, 1995

OPERATIONS SPECIALIST (CIO)

The selected candidate will handle a variety of administrative responsibilities including: updating inventory tracking database, ordering supplies, coding finance invoices, maintaining service agreements, issuing service calls on equipment and handling special accounting projects. Strong knowledge of Macintosh/PC software and practical accounting experience necessary. BS in Business Administration preferred.

SENIOR EDITOR (CW)

Computerworld's editorial department is seeking an experienced editor to generate, on deadline, weekly, high-quality, enterprising news stories. Individual must have demonstrated in previous publishing employment both high productivity and the ability to cultivate sources. A minimum of 4 years reporting experience, with at least 2 years at a computer publication required. Bachelors degree in English or Journalism desired. Travel required.

AD COORDINATOR (CW)

Ideal candidate should be able to work independently in a fast-paced, deadline oriented environment. PC skills including Quark necessary. Must be able to interact with agencies and customers. Proofreading and typing skills are necessary. Knowledge of graphic design desired. Associates degree preferred. Must be able to work flexible hours.

COMPUTER INDUSTRY REPORTERS - 2 positions (CW)

@ Computerworld is seeking two reporters to cover the high-tech industry for its new on-line medium. Successful candidates should have the ability to react quickly to breaking news, size up story lines, report and then file stories on deadline. Knowledge of the computer industry and the Internet a plus. Candidates with non high-tech reporting experience will also be considered.

INTERNET REPORTER (CW)

@ Computerworld is seeking a reporter to cover the Internet for the on-line medium. A solid background in reporting and writing, and the ability to meet daily deadlines required. Knowledge of the Internet essential. Familiarity with IS audience a plus.

COPY EDITOR - 2 positions (IDC)

Primary responsibilities are copy editing of high-tech newsletters and reports, both on hard acopy and on-line. The copy editor edits text, checks calulations on tables and figures, develops charts and graphs based on data provided, and works closely with authors. Strong editing and proofreading skills required. Knowledge of Macintosh systems, using Word, Excel and QuarkXpress ideal. Experience working with charts, graphs, and tabular data essential. Knowledge of publication layout and typography helpful. A minimum of 1-3 years editing experience in a high-volume environment necessary. Bachelor's degree preferred.

EXECUTIVE DIRECTOR / VICE PRESIDENT US SALES (IDG/B)
Ideal candidate will be responsible for all US sales efforts including mass markets, national retailers / wholesalers, field sales, educational sales, special sales and sales support. Individual will deal with a large number of SKUs and multi-internal clients (publishers). A minimum of 10 years experience, preferably in book publishing (magazine, software, video or record industries) necessary. Five years management experience preferred. Individual should possess entrepreneurial experience with emphasis on team building.

ACQUISITIONS EDITOR - ONLINE PRESS (IDG/B)
The Acquisitions Editor, along with the Publisher of Online Press will plan, oversee, and acquire a line of print plus electronic media products integrating books, CDROMs, and on-line WWW content. Publishing, acquisition and on-line experience required with a vision for defining new publishing models involving print and WWW. A minimum of 3 years experience required. The ability to find and sign talented writers, spot technology trends, build industry contacts and manage deadlines essential.

ASSISTANT EDITOR - ONLINE PRESS (IDG/B)
The successful candidate will work with the Associate Editor to develop and edit manuscripts in print as well as content online on a WWW site. Editing will involve extensive copy editing as well as editing and formatting files for use on-line in HTML formats. A minimum of 2 years copy editing experience necessary. Must have the ability to use or learn Web authoring tools and apply HTML formatting and programming to edited copy.

EDITORIAL ADMINISTRATIVE ASSISTANT - ONLINE PRESS (IDG/B)
The individual in this position will manage the flow of materials from authors to the editors and the production staff. Duties will include corresponding with authors, copying manuscripts, verifying permissions, fact-checking and scheduling appointments. Experience using word processing, spreadsheet and database applications required. Excellent communications skills are necessary.

WORLD WIDE WEB SITE MANAGER (IDG/B)
The ideal candidate should have a unique blend of publishing, marketing and technical backgrounds. Individual will manage the development, marketing and implementation of a WWW publishing system for IDG books Worldwide. Responsibilities include creating, implementing and managing on-line marketing programs that build on IDG Books editorial content to establish high customer appeal and repeat traffic on the Web site with the ultimate goal of building revenue opportunities on-line. Duties will also include establishing and managing a system that allows IDG Book publishers to coordinate their content for publishing on-line. WWW and Internet experience necessary. Publishing and marketing experience preferred. Creativity in advertising promotions a plus. Knowledge of Mac and PC on-line communications required.

NATIONAL ACCOUNT MANAGER (IDG/B)
Qualified candidates should possess a thorough knowledge of publishing sales and a wide exposure to the computer industry. Requirements include previous sales or account manager experience plus customer service experience. Excellent communication and leadership skills are necessary. Markets include Education, Trade and authorized Computer Training Centers.

EDITORIAL ASSISTANT (IDG/B)
Responsibilities include administrative support and general editorial assistance to a team of editors. Excellent communication skills are necessary. Strong organizational, project and time management skills are essential. Familiarity with PC's and word-processing a must. Mac and database skills desired.

NEWSSTAND SPECIALIST (IFTW)
The qualified candidate must be extremely organized and possess strong analytical and written skills. Mac proficiency with MS Word and Excel required. Individual should possess excellent marketing skills. A minimum of 2 years experience in either circulation or newsstand required. BA or BS degree preferred.

SENIOR FINANCIAL ANALYST (IDG/B)
The individual in this position will work with the Controller on budgets, forecasts and models, as well as perform special cost, profitability and other analyses. This position requires a CPA plus three years experience in book publishing. Knowledge of Excel with macro proficiency essential. Exceptional analytical abilities a must.

LOTUS NOTES ADMINISTRATOR (IDC)
Ideal candidate will help support the IDG global Lotus Notes initiative. A minimum of 2 years Lotus Notes Administration experience is necessary. Responsibilities include installation and maintenance of Notes related hardware and software, remote work-station support and maintaining the IDG name and address book. Skills required include LAN and WAN knowledge, experience with OS/2, UNIX, NT, DOS, Windows 3.1, Windows 95, Macintosh and ethernet protocols IPX/SPX, TCP/IP, Netbeui, Netbios and Appletalk.

NATIONAL ACCOUNT MANAGER (IDG/IMS)
The individual in this position will be responsible for selling and servicing US IT companies exhibiting in IDG's trade shows in Europe, Asia, and Latin America. A minimum of 5 years proven success in sales in the advertising, trade show, or IT industry preferred. Domestic and international travel will be required. College degree necessary.

ASSOCIATE EDITOR - REVIEWS (MAC)
The selected candidate will assign, coordinate, develop, and edit the development of reviews for the magazine. Basic familiarity of personal computer technology, products and their applications required. Strong analytical and journalistic skills a plus. Excellent editing, writing and management skills essential BS or BA in Journalism or equivalent business computing experience required. A minimum of 2-4 years experience in computer journalism, with at least 2 years editing experience required.

ASSOCIATE PUBLISHER (PCW)
The Associate Publisher will oversee all sales and marketing activities for Multimedia World. Duties include maximizing advertising pages, revenues and market share through capable management of the sales force, production and execution of publication marketing activities. A minimum of 7 years experience in space sales in a high-tech environment with prior supervisory or management experience required. Travel necessary. Individual must be able to set and execute both sales and marketing strategies in a fast-paced market.

IDG Job Opportunities Update

September 4, 1995

Division	Title	Location	Contact Mgr.	Phone
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CIO	Operations Specialist	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Dir. of Media Dev. & Agency Relations	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CW	Ad Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW	Computer Industry Reporters (2)	Framingham, MA	S. Perry	(508)820-8160
CW	Internet Reporter	Framingham, MA	S. Perry	(508)820-8160
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Graphic Designer	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Associate Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Account Executive	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CW/RT	Account Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	East Coast Sales Rep.	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	Market Research Associate	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
EMS	Content/Administrator	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Content/Administrative Engineer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Content/Document Engineer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Content/Design Engineer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Chief Financial Officer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	SQL / Web Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	C, C++ / Perl Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Web Generalist	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Perl / CGI Programmer	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	VP Operations	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	VP Marketing/Business Development	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	Product Manager	San Mateo, CA	E. Dorsey	(415)286-6733
EMS	User Interface Design Expert	San Mateo, CA	E. Dorsey	(415)286-6733
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Assistant / PC Pricing	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, Electronic Delivery Products	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manger, Object Tools	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Sr. Research Analyst, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Billing Accountant	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Sales Analyst	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Senior Analyst, Internet Communications	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDG	Lotus Notes Administrator	Framingham, MA	P. Fowler	(508)935-4796

IDG Job Opportunities Update

September 4, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Part-Time Receptionist	Rochelle Park, NJ	P. Fowler	(508)935-4796
IDG	HR Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Payroll Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	HR Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG	Financial Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/Asia	P/T Administrative Assistant	San Mateo, CA	C. Neumann	(415)312-0501
IDG/B	Executive Director / VP US Sales	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor - Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor - Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	World Wide Web Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	National Account Manager	Dallas, TX	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts Manager / West Coast	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts Manager / Indirect Accts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts / Software Channel	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Account Mgr. / Commission Groups	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director, LAN Tech. & Communications	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Assistant Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Events Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Art Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Sales Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Production Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Worldwide Web Site Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	National Account Manager	Framingham, MA	P. Fowler	(508935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IPS	Part-Time Copy Editor	Boston, MA	J. Skillings	(617)423-0405
IDG/IPS	Editorial Assistant	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	UK Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IFTW	Newsstand Specialist	San Mateo, CA	H. Klingel	(415)286-2506

IDG Job Opportunities Update

September 4, 1995

Division	Title	Location	Contact Mgr.	Phone
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Controller	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / GamePro	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Expo Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager/Expos/Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Director, Expos, Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594
IFW	Department Editor / Hardware	San Mateo, CA	S. Barnes	(415)525-3464
IFW	WebMaster / IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Associate Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566
IVI	IT Research Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
MAC	Associate Editor - Reviews	San Francisco, CA	C. Person	(415)978-3345
MAC	Administrative Assistant	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	Framingham, MA	M. Chow	(415)978-3272
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	D. Volpe	(508)935-4192
PCW	Associate Publisher / Multimedia World	San Francisco, CA	G. Mason	(415)978-3270
PCW	Director of Advertising	San Francisco, CA	J. Edman	(415)978-3250
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640
PCW	Advertising Information Assistant	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Administrative Assistant	Rochelle Park, NJ	J. Grogan	(201)587-0090
PCW	Assistant Editor	San Francisco, CA	C. Wood	(415)978-3321
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791

MA Job Hotline (508)935-4406

CA Job Hotline (415)978-3100

IDG

HR UPDATE

July/August 1995

YOUR HUMAN RESOURCES NEWS SOURCE

IDG Announces ESOP Enhancements

As you have probably read in a recent benefits announcement from Susan Rogers, director of Compensation and Benefits, your Employee Stock Ownership Plan (ESOP) contributions will now be based upon fiscal year total compensation rather than base salary. This enhancement is effective Oct. 1, 1995, which marks the beginning of the 1996 ESOP Plan Year.

The change affects one of the three components that determines employee ESOP contribution amounts. These are:

- The overall profitability of IDG for the year.
- The performance of your business unit against its plan for the year.
- Your individual compensation.

The Employee Stock Ownership Plan currently uses only fiscal year base salary to determine each employee's ESOP contribution and excludes any compensation paid as a bonus or commission.

Under the improved plan, annual ESOP contributions will be based on an employee's fiscal year total compensation, including compensation paid as base salary, bonus and commissions.

The IRS limits the amount of compensation that can be considered when determining ESOP contributions. The ceiling on compensation is $150,000. This means that for any individual who earns more than $150,000, the excess will not be considered in determining their ESOP contribution.

The ESOP statement you will receive in February will not reflect this change. The February '96 statements will reflect employee ESOP account balances for the 1995 Plan Year, which runs Oct. 1, 1994, to Sept. 30, 1995.

It is effective with the 1996 ESOP Plan year beginning Oct. 1, 1995, and will be reflected in the February 1997 statements.

For more information regarding this benefit enhancement, or other questions regarding the Employee Stock Ownership Plan, please contact your HR manager.

Kissing Frogs and Other Hazards of Recruiting

By Michael Neece, vice-president, Resource Development

In the recruiting game it is often said you have to kiss a lot of frogs to find a prince or a princess. Here are some ideas and techniques for helping you kiss some frogs, have some fun and not get too many warts. Wart removal is covered under the medical plan. So don't worry.

JOB DESCRIPTIONS

The longer a job description, the less useful it is. Be concise. A great job description includes: responsibilities, results to be achieved, experience, personality traits preferred, compensation, job conditions and the target candidate pool. Remember, the shorter the better. All you need are the major points formatted in an outline.

INTERVIEWING

I'm passionate about interviewing so here are a few ideas.

Selling

If you have ever had an employment offer rejected, you know the feeling of restarting the recruiting process all over again. You often lose weeks and even months of time.

When interviewing, try telling your own story about why you decided to join and continue to work at IDG. Your personal story is much more powerful than company statistics.

Make sure you don't spend more than a couple of minutes talking about yourself. Even though its a beautiful and compelling story, you should invest most of the interviewing time gathering pertinent information about the candidate - information that helps you evaluate his/her ability to deliver the results you require.

2-On-1 Interviewing

Two interviewers at a time is a great way to save time and improve the quality of information gathered, and the quality of interviews. While one interviewer is questioning the candidate , the other is observing. Interviewers can switch back and forth between asking and observing. Just make sure you pre-plan and coordinate the questioning.

Meal Time Interviews

Interview over a meal if you have already interviewed the candidate. The ritual and logistics of ordering and eating a meal compromises your ability to listen and ask questions. Treat them to lunch or dinner once they have accepted your offer. It's more fun that way.

• CONTINUED ON BACK •

Don't forget to store your *HR Update* in the back of your Employee Handbook for future reference!

RECRUITING

continued from front

PHONE SCREENS CAN WASTE TIME

How many times have you spent days or even weeks trying to reach a candidate to screen him or her over the phone? Stop wasting time. After a candidate has been screened by an HR professional, bring the person in for a face-to-face interview.

When you do insist on conducting phone screens, screen candidates on the most essential experience required. Focus on gathering specific details about their experience that confirm whether or not they have the core skills.

Don't screen on personality or how someone comes across on the phone. You never know what situation the candidate was in just prior to your call. When you do need to do a detailed phone interview, schedule it at a future time. Your phone screen will be more meaningful if both of you are equally prepared.

COMPETITION

There is a great deal of competition between companies for the top candidates. Most companies believe they are the best opportunity around and that candidates should wait for them to reach a decision. The harsh reality of the current job market is that talented people are difficult to find. It is frustrating to lose an excellent candidate simply because we can't make timely hiring decisions.

Job seekers have a lot of choices today and the best people are not on the market long. There is a severe shortage of technical people and the best candidates receive multiple offers. To get the best, we need to make the recruiting process a top priority.

ASSESSMENT TOOLS

Tests designed to identify personality traits can be a valuable tool in making hiring decisions. Several IDG departments have experience with assessment testing. There are many assessment tools available. Consider the following when using assessment tools:

•Use a tool that is easy to use, quick to take and provides meaningful and accurate information.

•The test results should constitute no more than 30% of your hiring decision.

Companies that become testing-happy often compromise the overall quality of their hiring. Assessment instruments can provide meaningful insight and, when used properly, can help you make higher-quality hiring decisions.

If you plan to use an assessment tool, you should consult your HR Director beforehand, as assessment tests should be valid and reliable to meet legal standards.

REFERENCE CHECKS

Anyone can provide references that say the employment candidate can "walk on water". Gathering reference data that provides you with a balanced perspective can improve the quality of your candidate selection. Ask for three positive and one negative reference. Make sure you tell the candidate that you want a balanced understanding of them, which is why you want to contact a marginal reference.

Ask each reference for other contact names that could give you another perspective on the candidate. You must be careful to maintain the candidate's confidentiality when contacting any reference.

WHERE DO THEY HANG OUT?

Professional associations are a great place to reach a highly targeted candidate pool. These groups often have newsletters where you can advertise, often for free. You can sometimes purchase membership.

There are professional associations for every occupation and they are easy to find. The Encyclopedia of Associations lists thousands of groups and is available in the IDC library and most large public libraries.

MAKE HIRING A TOP PRIORITY!

The Center for Creative Leadership has performed detailed research on managerial performance. According to their findings, one of the critical success factors is the ability to hire effectively. Hiring and interviewing must be a high priority for the employment process to be timely and effective. You must be willing to move other appointments in order to interview candidates.

KEEP INTERVIEWING TEAMS LEAN

The more interviewers involved, the longer it takes to fill a position. Include only those interviewers that are essential to reach a hiring decision.

Make sure that interviewers know the basics of interviewing. Be clear with them about how you are going to decide on the right candidate.

Does the interviewing team need a unanimous decision, a simple majority, or does the hiring manager dictate? No one method is necessarily best, but be clear about what is most important to the position and how are you going to decide.

Many great candidates have been lost because someone could not decide in time. If you delay your decision, the job market and the candidate will decide for you.

IDG HR UPDATE

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HR Update is a cooperative effort between the IDG Corporate Human Resources Department and *IDG World Update*. Questions for "Ask HR," comments and story ideas may be sent to IDG Human Resources, 5 Speen Street, Framingham, MA, 01701; Tel: 508-875-5000, Fax: 508-935-4600.

Employees Honored for Providing Outstanding Telephone Service

VINSON

WILLIAMS

WHEELER

Three employees in IDG U.S. business units were honored recently for their helpful and courteous service to callers. Winners of the Receptionist Evaluation Survey for the fourth quarter of FY95 include **Frances Vinson**, **Christina Williams** and **Pat Wheeler**. All three women received perfect scores.

Despite its name, the IDG Receptionist Evaluation Survey is designed to acknowledge any employee for providing exceptional service to callers to his or her business unit.

This quarter's first place winner is Frances Vinson, executive assistant to the president at FCW Group in Falls Church, Va. Frances was honored for her polite and courteous service and her knowledge of both her own business unit and IDG as a whole.

Runners-up were Christina Williams, receptionist at IDG Marketing Services in San Francisco and, for the second time, Pat Wheeler, executive assistant at Asia Business Development/Pacific Technology Venture Fund in San Mateo, Calif. All three received flowers and a personal note from IDG Chairman **Pat McGovern**.

HOW WELL WOULD YOU FARE?

Sample questions asked of the receptionists surveyed included, but were not limited to, the following:

- **What type of services does your company offer?**
- **How would I go about obtaining more information about your publishing services?**
- **What type of research do you do?**
- **How can I obtain a listing of your expositions?**
- **I'm a reporter, who would I speak to regarding ________?**
- **How would I go about placing an advertisement in your publication?**
- **How would I go about obtaining information regarding employment with your company?**
- **Can I obtain a copy of your annual report? (Can replace with media kit, company brochure, etc.)**

REFERRALS

continued from page 1

second with 17. Employees that make referrals resulting in a full-time hire receive a $500 bonus; part-time hires carry a $200 bonus. Any employee that makes two successful referrals in a calendar year, is automatically in the running for a $2,000 cash prize to be awarded in a random drawing in December.

The benefits of this program are many, noted Miller:

- Employees that make successful referrals earn a bonus.
- IDG gets a large pool of prescreened, qualified candidates.
- With a typical advertisement in *The Boston Globe* costing upward of $2,000, this program can reap the company significant savings in both recruitment time and money.
- The prospective candidate benefits from an employee's perspective of the business unit from the referring employee. Often, notes Miller, "this can clinch the offer."

All job openings at IDG's U.S. business units appear in the Job Opportunities insert in *IDG World Update* a minimum of five days prior to being advertised outside the company, giving fast-acting employees an excellent opportunity to beat the avalanche of resumes typically generated by a newspaper ad.

To nominate a candidate, employees should complete a referral form, available from any Human Resources representative, attach a copy of the candidate's resume and forward both to the appropriate HR contact.

Any questions regarding this program may be referred to your HR representative or Dana Miller at 508-935-4133 or dmiller@idc research.com.

FOTAINMENT WO

KELLY LYNCH

GAMEPRO EXECUTIVE ASSISTANT TO THE *Publisher **Lonnie Forbes** (right) qualified for the $2,000 drawing by referring two people to IDG this year, one of whom, Infotainment World Receptionist **Dianna Tautenhahn,** poses with her.*

GUIDELINES FOR MAKING A REFERRAL

- **Referrals must be accompanied by the candidate's resume or application.**
- **HR must have the completed referal fefore the candidate is considered.**
- **The bonus will be paid after the new employee is on the payroll 90 days.**
- **There is no limit to the number of referrals an employee can make.**
- **No awards will be made for transfers, temporary or contract hires.**
- **The hiring manager is not eligible for a referral bonus within their own department.**

For complete rules, see your HR representative.

NOTEWORTHY

PROMOTIONS

MOLASKI

Previously vice president of operations and decision support at Infovision in Falls Church, Va., **George Molaski** has been named president and CEO of Infovision International. George served as vice president of DataFocus, Inc. and directed consulting operations at Oracle Corp. He holds a BS in computer science and an MBA from the University of Dayton.

NEW EMPLOYEES

Network World has announced the arrival of two new employees. **Cynthia Schaeffer** has joined the company's Sunnyvale, Calif. office as district manager for the Bay Area and the Northwest U.S. Most recently regional sales manager for *Reseller Management*, Cynthia has also served as marketing manager for a number of semiconductor manufacturers. She has a BA in advertising and marketing from San Jose State University.

As a sales associate, **Tarji Murray** will assist *NW*'s director of Recruitment Advertising. She attended Northeastern University and enjoys time with her husband and their dog as well as home brewing.

Allen Holmes is a senior reporter for *Federal Computer Week*, covering civilian agencies. Allen earned a BA in journalism from the University of North Carolina/Chapel Hill and a master's degree in public policy from Duke University.

Computerworld welcomes **Beth Crea** as an executive assistant. Prior to joining *CW* Beth worked as a research assistant for the Epidemiology Research Center at Brigham and Women's Hospital. She received her BA in speech and communications from Boston College.

Brooks Talley has been hired as a test developer for *InfoWorld*. Brooks worked most recently as chief of the MIS department at Rain Bird Consumer Products. Brooks lists homebrewing and Disneyland as his favorite outside interests.

Previously a reporter for the *Philadelphia Business Journal*, **Jessica Davis** has signed on as a reporter for *InfoWorld*. Jessica graduated from Drew University where she earned a BA in English.

Colette McMullen is ad director for *SunWorld Online*. Colette worked most recently at Pacific Telesis where she was ad manager/Interactive Communications. An antique bead collector, Colette also enjoys a number of outdoor sports.

Gabrielle Mitchell is senior associate News editor for *PC World*. Gabrielle has a BA in English literature from the University of California/Santa Cruz where she focused on premodern drama. She worked most recently as senior editor for *Computer Retail Week*. Gabrielle enjoys pottery and is a member of a reading group.

Carola Maitland has joined the Washington, D.C. bureau of *Network World* and *Computerworld* as a part-time administrative assistant. Carola is a student at the University of Maryland where she is pursuing a degree in the classics.

Danielle Levitas is an associate research analyst in IDC's Storage Research Group. Danielle earned a BBA in finance from the University of Massachusetts/Amherst and lists reading, hiking and dancing as her favorite outside pursuits.

TRANSFERS

GARDNER

Dana Gardner, formerly news editor for the IDG News Service, is news editor for InfoWorld Electric. When it debuts in the fall, InfoWorld Electric will provide an Internet-based online service catering to the needs of IT managers and purchasers in large enterprises.

Donald Calamaro, previously district manager/Demographics at *InfoWorld*, has joined *Computerworld* as Eastern regional sales manager. Donald has a BSBA from the University of Delaware and an MBA from Temple University. He spends free time with his wife and children and is actively involved in his church.

CHAIRMAN'S ACHIEVERS

Computerwoche Advertising Manager **Daniel Maier** has been named a Chairman's Achiever in recognition of his outstanding performance in organizing the company's booth at this year's CeBIT trade show.

Maier and his team of five spent almost nine months on booth preparations and coordinating the various product demonstrations, brochures, multimedia applications and online media, which resulted in a thoroughly professional and uniform image for the whole of Computerwoche Verlag.

Maier and his staff put in long hours, working under great pressure and tight deadlines to ensure a visually exciting presentation that captured the interest of booth visitors and will ultimately have a positive effect on advertising sales, according to his nomination.

MAIER

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Kevin McPherson - Computerworld

THIRTEEN YEARS
Paul Gillin - Computerworld

TWELVE YEARS
Claude Bril - IDG France

TEN YEARS
Gebhard Osterwalder - IDG Switzerland

NINE YEARS
Philippe Monnin - IDG France
Miklós Horváth - IDG Hungary
Gail Franks - Computerworld
Marianne Nichols - IDC
Angele Boyd - IDC

EIGHT YEARS
Stephanie Beach - InfoWorld
Gary Beach - Computerworld
Julia Blelock - LINK

SEVEN YEARS
Hilary Kushinsky - IDG
Annike Beetsma - IDG Sweden
Àgnes Radnóti - IDG Hungary
Betten Tallerüs - IDG Norway
Milton Quiah - LINK Resources
Paul Pastrone - IDC

SIX YEARS
Joanie Wexler - Network World
Fredrik Landergren - IDG Sweden
Viola Farkas - IDG Hungary
Zoltán Kiss - IDG Hungary
Krisztina Selmeczi - IDG Hungary
Eva Szegvári - IDG Hungary
Vic Klein - InfoWorld
Ramazan Taskin - IDG Turkey
Joseph Magiltta - Computerworld
Brad Christenson - IDC
Debra Bernardi - IDC

FIVE YEARS
Elizabeth Jensen - Macworld
Nicklas Mattsson - IDG Sweden
David Coursey - InfoWorld
Birgit Bombeck - IDG Switzerland
Akdogan Özkan - IDG Turkey
Jill Zolot - Computerworld
Merrill Walsh - IDC

FOUR YEARS
Laurence Carton - IDG France
Zsuzsanna Balogh - IDG Hungary
Arnie Stalheim - IDG Norway
Nicole Roth - IDC

THREE YEARS
Donna Moschella - IDG
Cynthia Mazzola - Macworld
Erzsi Gazdag - IDG Hungary
Doris Dietlicher - IDG Switzerland
Iskender Savasir - IDG Turkey
Alyson Frasco - IDC
John Gantz - IDC

TWO YEARS
Pam Connolly -IDG
Paula Connor - Network World
Dave Barrows - Macworld
Tim Stanley - IDG Books
Gina Scott - IDG Books
Kristin Cocks - IDG Books
Valery Bourke - IDG Books
Denise Turck - IDG Books
Thomas Danielsson - IDG Sweden
Hans Delking- IDG Sweden
Claes Huber - IDG Sweden
Michael Jenselius - IDG Sweden
Rebecka Lindberg - IDG Sweden
Staffan Lönner - IDG Sweden
Robert Haldorsen - IDG Norway
Katrin Eide - IDG Norway
Saleem Iqbal - IDG Norway
Peggy Wallace - InfoWorld
Michelle Keyo - Computerworld

ONE YEAR
Kathryn Grybauskas - CIO
Jim Grey - IDG Books
Julienne Wu - IDG Books
Martine Edwards - IDG Books
Florence Soummer - IDG France
Natacha Bouketo - IDC France
Catherine Gedeon-Goncalves - IDC France
Magdi Bende - IDG Hungary
Csilla Iván - IDG Hungary
Szilvia Szendrey - IDG Hungary
Hansen Espen - IDG Norway
David Pang - IDG Singapore
Robert Ramirez - InfoWorld
Candace O'Keefe - Computerworld
Julie King - Computerworld

CALENDAR

PRODUCTION FUNCTION MEETING
September 11-13
Morrison House
Alexandria, Va.
Contact: Susan Miller, FCW
Tel: 703-876-5117

THE THREE GOLDEN PRODUCTS SYSTEM EQUIPMENT EXPOSITION
September 15-20
The First City of Electronics
Beijing, China
Contact: Great Wall World Exhibition Co.
Tel: 86-022-9140334

WAVE VI: BUYING IT IN THE '90S RESEARCH PREVIEW FOR IDG EMPLOYEES
September 15
Westin San Francisco Airport
San Francisco, Calif.
Contact: Jennifer Rizzo, IDG Mkt. Svs.
Tel: 617-534-1258

MACWORLD EXPO/MEXICO CITY
September 19-21
Hotel Maria Isabel Sheraton
Mexico City, Mexico
Contact: IDG Mexico
Tel: 52-2-669-4454

WAVE VI: BUYING IT IN THE '90S RESEARCH PREVIEW FOR IDG EMPLOYEES
September 20
Holiday Inn Crowne Plaza
Natick, Mass.
Contact: Jennifer Rizzo, IDG Mkt. Svs.
Tel: 617-534-1258
(Also in the IDG Sales Office in Rochelle Park, N.J.)

CD-ROM EXPOSITION CONFERENCE
Sept. 20-22
World Trade Center
Boston, Mass.
Contact: Mitch Hall Associates
Tel: 617-361-8000

MACWORLD EXPO/TORONTO
September 20-22
Metro Toronto Convention Centre
Toronto, Canada
Contact: Mitch Hall Associates

CELEBRATING 10

Rebecca Segal

HOME: Newton, Mass.

JOINED IDC: January 1985 as a research analyst in the Customer Service Program.

CURRENT TITLE: Director, Services Industry Consulting. Responsible for custom research and consulting for the IT services industry.

MOST CHALLENGING PART OF YOUR JOB: Developing and executing global projects.

BEST PART OF YOUR JOB: Finishing global projects.

MOST MEMORABLE THING THAT'S EVER HAPPENED AT WORK: On my very first business trip, I locked myself out of my hotel room while in my pajamas.

WHAT'S KEPT YOU AT IDC FOR 10 YEARS? I honestly love the work we do here and have had the chance to move up, down and across career-wise as my personal life required.

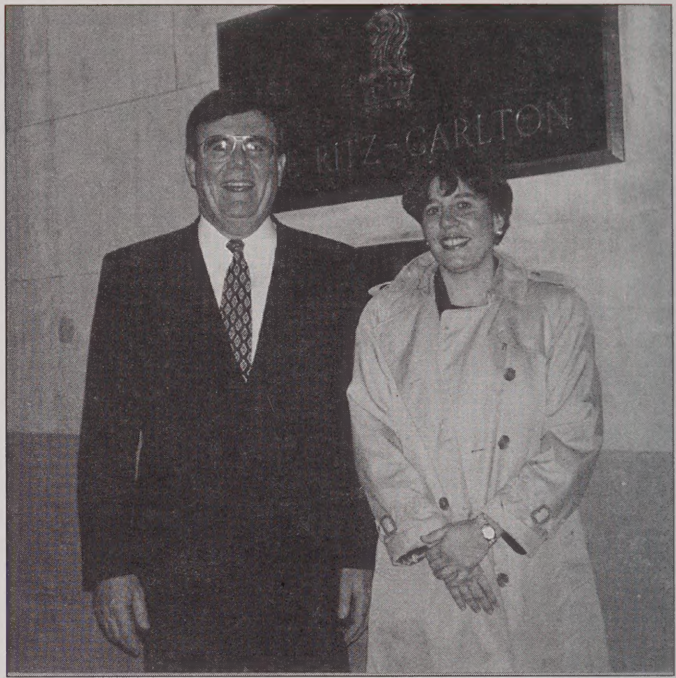
BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: If they're a client, come back for more!

MOST REWARDING THING YOU'VE EVER DONE: Adopting my two kids, Sara and Eddie.

DREAM DESTINATION: Australia

WORDS TO LIVE BY: "If you don't show up, you can't play."

FANTASY JOB: Rock 'n roll drummer



IDC'S REBECCA SEGAL AND IDG CHAIRMAN PAT McGOVERN *dined recently at Boston's Ritz-Carlton in honor of Rebecca's 10th anniversary with the company.*

WHAT'S THE LAST GOOD DEED YOU'VE DONE? Bought coffee and a bagel for a homeless person sitting outside a Dunkin Donuts shop.

MANAGER'S PROFILE: Rebecca is one of the quiet forces behind IDC's success in recent years. Even when facing a competitor of superior force (Dataquest/Ledgeway), she managed to grow IDC's programs covering services issues by hiring great staff, maintaining high research quality, and keeping client commitments. As manager of services-related custom research, she still finds time to advise the newer analysts, provide input to IDC strategy, and set the standards for research excellence — a great and gracious person to work with.

- John Gantz, senior vice president, IDC

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 37

September 11, 1995

IDG ACQUIRES 50% INTEREST IN WORLD TIMES, PUBLISHER OF THE WORLD PAPER
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ON LINE: IDG PRESIDENT KELLY CONLIN DISCUSSES IDG'S INVESTMENT IN NETSCAPE
PAGE 3

TRAVEL UPDATE DETAILS GLOBAL CONTRACT WITH AMEX AND U.S. MILEAGE HIKES
PAGE 4

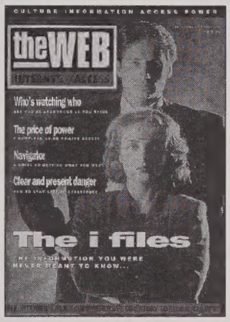
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Media Enters Emerging Markets with New Titles

The Web targets the "young intellectual"; _Parents & Computers_ bridges the gap between education at school and in the home

"Newsy, relevant, a bit of attitude — it's a magazine you won't be ashamed for your friends to see," is how Managing Editor **Paul Austin** describes *The Web*, one of two new publications launched by IDG Media last month.



IDG's first U.K. venture dedicated to the World Wide Web employs a wide array of news and features designed to destroy the image of the computer nerd and bring computing into the mainstream. With a circulation of 60,000, *The Web* joins *Parents & Computers* as the newest titles in IDG Media's expanding portfolio.

With its first issue weighing in at 132 pages, *The Web* targets "young intellectuals" — the 18-25 age group that according to Austin represents a two-and-a-half million user base in the U.K. and 40 million users worldwide.

The bi-monthly, which will also appear

•CONTINUED PAGE 5•

IDG Brazil Plays Host to IT Execs During Fenasoft

(LEFT TO RIGHT): LORE McGOVERN, IDG BRAZIL GENERAL MANAGER NEY KRUEL, IDG *Chairman* ***Pat McGovern*** *and IDG Brazil Marketing Director* ***Alice Ramos*** *gather at the Hotel Meridien overlooking Guanabara Bay and Copacabana beach in Rio de Janiero for a luncheon with key executives from leading Brazilian IT companies.*

IDG Brazil played host to the heads of the country's most influential IT companies during the annual Fenasoft trade show and exposition, held July 17-21 in São Paulo. The Brazilian subsidiary hosted a cocktail reception in São Paulo and a luncheon in Rio de Janiero for key executives from IBM, Digital Equipment, Xerox, Unisys and Apple, to coincide with a visit from IDG Chairman **Pat Mc-Govern** and his wife Lore.

The McGoverns had an opportunity to attend Fenasoft — one of the largest of close to 30 events that IDG Brazil exhibits in each year — and meet with Maximiliano Augusto Gonsalves Filho, president of the Fenasoft Holding Company.

On display at the IDG Brazil booth were the company's publications — *Computerworld*, *PC World*, *Connections*, *Publish* and *Macworld* — as well

•CONTINUED PAGE 7•

IDG Acquires Interest in *The World Paper*

IDG has acquired a 50% interest in World Times, publisher of *The World Paper*. The remaining 50% has been acquired by Axel Leblois, chairman and CEO of Bull HN Information Systems and former vice chairman of IDG. In addition to the newspaper, World Times also produces high-level executive conferences.

The World Paper is published as a supplement to 26 business and economic newspapers, largely in the developing nations. Partners include such publications as *The China Post* in Taiwan, *The Jakarta Post* in Indonesia, *La Republica* in Colombia and *Business Today* in Egypt. It has a circulation of 1.4 million.

According to founding Publisher and Editor-in-Chief Crocker Snow Jr., "*The World Paper* covers the process of human events, not the events themselves. So rather than covering the war in Bosnia, we would examine the process by which the U.N. might be addressing that situation."

A recent issue of *The World Paper* focused on the global oil industry and the process by which the politics of oil are affecting the world. Articles for *The World Paper* are written by local correspondents around the world. "We present a non-Western view by native writers, but written for a global audience," Snow said.

Conferences produced by World Times cover such topics as "Liberating Learning: Technology as a Teaching Tool" and "Technology Surge: Leapfrogging Economic Development."

Leblois said the partnership with IDG is a natural one because use of technology and the technology gap in the developing nations is one of the largest issues the *The World Paper* and related conferences address on an ongoing basis.

"IDG is one of the most global publishers on earth, and there are lots of natural synergies," he said. "In addition, there is the common long-term focus on the impact of technology on society and education."

IN BRIEF

IDG Taiwan Boosts Revenues at Taipei Trade Show

IDG
COMMUNICATIONS TAIWAN

IDG TAIWAN HAD A SUCCESSFUL RUN AT THE TAIPEI COMPUTER *Applications Show where the company signed on 283 new subscribers.*

IDG Taiwan took part in the Tapei Computer Applications Show, held July 29-Aug. 2. The company's participation attracted 121 new subscribers to *PC World Taiwan*, 154 to *Windows World Taiwan* as well as eight new subscribers to *Computerworld Taiwan.*

Total revenue, including retail sales at the show, resulted in NT$408,050, far exceeding IDG Taiwan's pre-show forecasts.

"Needless to say, the show was a great success and we received very positive feedback from attendees," said IDG Taiwan Chairman **Jack Wang**.

Thanks to ***Helen Chen*** *for contributing this story.*

New Licensee Signed in Russia

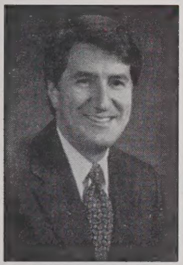
(LEFT TO RIGHT): VICE PRESIDENT OF LICENSING FOR IDG'S *International Publishing Services* ***Tim Clarke****; General Manager, Open Systems Publications* ***Michael Borisov*** *and President, International Publishing Services* ***David Hill*** *meet in Moscow.*

Just weeks after Open Systems Publications signed on as IDG's newest licensee in Russia, the first issue of *Computerworld Russia* rolled off the presses. The publication, which is actually a relaunch of the former *Computerworld Moscow*, appeared on newsstands at the end of last month.

The 48-page, 4-color folio will have a weekly circulation of 30,000. *Computerworld Russia* will feature a good deal of local market coverage as well as editorial from *Computerworld* U.S. and begin with a 25% ad/edit ratio, which Open Systems General Manager **Michael Borisov** believes will increase steadily.

Open Systems Journal, the licensee's flagship publication, was launched in 1992 and will be rolled into *Computerworld Russia* as a bi-weekly supplement.

ON LINE



KELLY CONLIN

IDG's president is this week's columnist.

Q Does the investment in a technology company like Netscape present any conflict of interest for IDG? Shouldn't all IDG publications writing about Netscape note for readers that the parent company owns a small piece of Netscape as you typically see the *NYT* and *WSJ* do when they write about inter-related ventures?

A Our investment is not of the size nor does it come with the influence that would require such disclosure. In my view, the test that must be met to suggest a conflict of interest would be if our investment allowed us influence in company management, a seat on the board of directors, or specific product rights not granted to others. In this case, none of that applies.

Put another way, the investment's success or failure is not material to the financial condition of IDG and was not made by any of the business units that ultimately control the editorial policy of the publications. This last point is really the most important: editorial policy decisions are the responsibility of each individual editorial team, and they use their judgment in determining the appropriate policies for their publication and market.

Any publication that feels its editorial integrity might be compromised by not disclosing IDG's modest investment in Netscape when writing about that company is encouraged to add some sort of a disclaimer.

I hear IDG is setting up a new international paper-buying unit. What is its purpose and how can IDG publications, both domestic and international, benefit from this?

The idea is rather straightforward: IDG buys nearly $100 million of paper annually around the world, and we currently do not use that economic clout as effectively as we could to lower our costs. Every dollar we save in paper — which, after all, is simply a raw material — can be invested in better editorial quality, better customer marketing programs or dropped to the bottom line. IDG, like every other company, must continually look for cost efficiencies in order to stay competitive.

In setting up the paper buying unit, IDG's Chief Operating Officer Jim Casella and I hired Charles Wemyss, a veteran salesman from one of IDG's largest paper suppliers. Given Charlie's experience and the current paper environment, we expect this new initiative will have excellent success in contributing to IDG's operational efficiencies. After all, it would be rather difficult to imagine a business unit not interested in lowering its paper buying costs and allowing its paper volume to help lower IDG's overall cost of paper acquisition.

Any business unit that is interested in discussing the IDG paper buying programs in more detail can contact Charley Wemyss at tel: 508-935-4144.

What is the biggest challenge facing IDG over the next 12 months?

Continuing IDG's momentum. If you visit IDG business units around the world, you get a real sense of optimism about the market we serve, the strong position we hold and the market opportunities on the horizon. Yet continuing this momentum requires us to confront new ways of working with customers (more globally), new ways of reaching readers (more electronically) and new ways of delivering products (more efficiently). Striking the right balance between exploring new markets and expertly managing those we already dominate will be the key to continuing the company's momentum.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

TRAVEL UPDATE

*IDG Corporate Travel Manager **Lyndsey Pomella** contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be reached at 508-935-4093 or BusinessTalk address: L.Pomella. American Express Travel representatives can be contacted at tel: 508-935-4432 (East Coast) or 415-267-1740 (West Coast).*

IDG INKS GLOBAL CONTRACT WITH AMERICAN EXPRESS

IDG has signed a contract with American Express for IDG Corporate American Express Cards. The contract guarantees no annual membership fee within the U.S. and a substantially discounted fee within Europe and Asia.

Use of the Corporate American Express Card maximizes cost savings for IDG by consolidating data for future negotiation purposes. Use of the card also frees the company from liability, with the exception of cards issued in Eastern Europe. The card features additional travel accident and baggage insurance as well as personal check cashing services, no preset spending limit and Global Assist — which provides medical and legal referrals 24 hours a day, anywhere in the world.

For the business traveler, use of the corporate card frees up individual credit and provides detailed monthly documentation for efficient and accurate preparation of expense reports and timely reimbursement including facsimile Records of Charge for all purchases.

All business units are encouraged to implement this program.

HELP IDG SUPPLEMENT NEGOTIATED HOTEL PROGRAM FOR FY96

In compliance with IDG's Corporate Travel Policy, IDG employees should try to take advantage of the discounts and additional amenities offered as part of the IDG Negotiated Hotel Program. In the event that an IDG rate is not offered, the Corporate Travel Department can give you information on American Express preferred rates.

Negotiations with hotels for FY96 will begin this month. If you frequent a hotel that is not included in the IDG Negotiated Hotel Program, please contact the Corporate Travel Department.

For a listing of IDG's current negotiated rates contact Lyndsey Pomella.

MEETING PACKAGE PROMOTION AT THE MARK HOPKINS HOTEL IN SAN FRANCISCO

The Mark Hopkins Inter-Continental Hotel in San Francisco, already part of IDG's negotiated hotel program, is offering a special on meeting packages for selected dates between now and February '96.

A rate of $145/single or double occupancy includes: complimentary meeting space; one suite upgrade; and a choice of a complimentary cocktail reception or luncheon for the group, one complimentary room for every 25 rooms booked, or the hotel will work with you to create your own option.

Rates are based on availability when 10 or more rooms are reserved for the selected dates and does not apply to previously arranged meetings.

For a complete listing of dates contact Lyndsey Pomella.

DID YOU KNOW...

According to the U.S. Department of Transportation's Air Travel Consumer Report on Domestic On-time Percentages, American Airlines placed third, Delta placed fifth and United placed ninth out of the top 10 U.S. carriers.

■ ■ ■ ■ ■ ■ ■

Southwest Airlines is testing a new hand-held computer to check passengers in who are flying "ticketless" — an emerging trend in the travel industry. Skycaps at the Houston, Dallas and Oakland, Calif. airports began testing the two-pound computers to check baggage at curbside in July, and the test has spread to include 13 airports in the U.S.

■ ■ ■ ■ ■ ■ ■

The U.S. Department of Transportation plans to propose new guidelines for "ticketless travel" by the end of 1995. There have been a number of complaints recently from passengers who have not received adequate notice of airline rates and rules, baggage and liability information when purchasing electronic tickets.

■ ■ ■ ■ ■ ■ ■

United Airlines has added three non-stop flights per week between San Francisco and Sydney.

U.S. MILEAGE REIMBURSEMENT HIKE

In accordance with new IRS rulings, mileage reimbursement within the U.S. will increase from .28 cents to .29 cents per mile, effective Oct. 1.

COMDEX IS COMING...

Just a reminder that Comdex will be held Nov. 13-17 in Las Vegas. To maximize savings and guarantee preferred seating, contact the Corporate Travel Department for your airline reservations.

REMINDER

The Corporate Travel Department has entered its peak season and has hired additional staff to accomodate all IDG travel needs.

Please feel free to fax or E-mail your reservation requests to the Corporate Travel Department.

IDG Job Opportunities Update
Monday September 11, 1995

COPY EDITOR (CW)

Computerworld is looking for a copy-editor on its busy copy desk. Strong editing, proofreading, layout and desktop publishing skills, plus one year of experience are required. Quark experience a plus.

SALES/MARKETING COORDINATOR (CW)

Selected individual will support the sales and marketing department by preparing presentations, marketing materials and supporting sales representatives. Proficiency with Microsoft Word and Excel essential. Excellent communication and organizational skills required. Strong customer service skills and previous experience in a sales environment preferred.

ASSOCIATE EDITOR (CW)

The Editorial department is looking for an Associate Editor to plan, edit and produce articles in the Careers and Marketplace sections. Strong editing, organizational and communication skills required. The ability to learn varied technologies and business issues a must. Bachelor's degree and one year of computer journalism experience required.

ADVERTISING SALES ASSISTANT (CW)

Ideal candidate must be PC proficient with strong organizational and interpersonal skills. Must be able to work independently and possess the ability to prioritize. Working knowledge of Microsoft Word and PowerPoint software is preferred. Individual will be supporting a direct sales manager in all phases of the advertising sales process. Prior experience in advertising preferred.

DIRECTOR, MIDDLEWARE (IDC)

Candidate will be responsible for Middleware research in the Software Research Group contributing primarily to the UNIX/Server Operating Environment Program and the Enterprise System Management Program. Middleware includes: system and server services such as directory, time, file, print, and security; interoperability services such as messaging, RPC, and object brokering; and transaction processing services. Candidate must have excellent analytical skills, superlative writing ability, extensive network of industry contacts, and be quantitatively inclined. Responsible for written research, consulting, forecasts, company financial modeling, and speaking engagements. Must have intimate knowledge of software market and major vendors with at least fifteen years experience in the industry.

INSIDE SALES REPRESENTATIVE (IDC)

The selected individual will have at least five years experience and proven success in outbound telemarketing sales. Superb organizational and communication skills, as is experience in lead tracking and database management, is required. Lotus Notes experience a plus.

ADMINISTRATIVE ASSISTANT (IDC)

This full time position reports to the Group Operations Manager for the Communications Group. Responsibilities will include processing mailing labels, coordinating research mailings, maintaining research files, assembling research binders for mailings, entering data from client inquiries, running reports for sales force and analysts, and supporting staff with general clerical duties.

ON-LINE MARKETING MANAGER (IDG/B)
Ideal candidate will establish and manage the development, marketing and implementation of a Worldwide Web publishing system for IDG Books Worldwide. The individual will create, implement and manage on-line marketing programs that build on IDG Books' editorial content to establish high customer appeal and repeat Web site traffic with the ultimate goal of building revenue opportunities on-line. WWW and Internet experience essential. Publishing, marketing, and creating advertising promotions experience helpful. Knowledge of Mac and PC on-line communications required. A working knowledge of Web servers a plus.

IS SPECIALIST (IDG/MSD)
The individual in this position will be responsible for maintaining Notes and 4D servers and networks. Responsibilities include user support, troubleshooting, IT purchase recommendations, maintenance of server address books and management of telecommunication systems. Mac and LAN experience is essential. OS/2, Notes and ACI 4D desired.

RESEARCH ASSISTANT (IDG RESEARCH SERVICES)
The Research Assistant will assist in the coordination of market research projects, be responsible for general office administration, and provide clerical support. Familiarity with Mac Word and Excel required. College degree and/or research experience preferred.

ADMINISTRATIVE ASSISTANT - PART TIME (IVI)
This position is responsible for: maintaining client contact database, assembling and mailing research, filing, assisting with electronic delivery of research, producing inquiry reports and performing other special projects as assigned. Must be able to juggle multiple priorities in a fast-paced, deadline oriented environment. Mac or PC skills required.

CIRCULATION COORDINATOR (MACWORLD)
The successful candidate will assist in all areas of magazine circulation. Responsibilities include managing customer service, shipping instructions, maintaining postage accounts, and coordinating fulfillment instruction. Candidates must have attention to detail, affinity towards numbers, good phone manners, and the ability to meet deadlines. Mac experience preferred. BA/BS degree necessary; business and/or marketing degree preferred.

PUBLIC RELATIONS MANAGER (NW)
Network World is looking for a public relations professional with knowledge of the technology and networking industry. Superior writing and communications skills essential.

PRESENTATION SPECIALIST (PCW)
The presentation specialist will be responsible for the graphic design and printing of the PC World Sales team presentation materials. In this fast-paced environment, the individual will be working with other PCW employees by taking raw information and creating communicative charts and organizing files to make the information rapidly accessible. Strong interpersonal skills and ability to work under a tight deadline required. Must have command of Freelance Graphics for Windows, and a working knowledge of PageMaker or Quark, and Photoshop on the PC.

IDG Job Opportunities Update

September 11, 1995

Division	Title	Location	Contact Mgr.	Phone
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CIO	Operations Specialist	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Graphic Designer	Framingham, MA	D. Volpe	(508)935-4192
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	North Central Regional Manager	Chicago, IL	M. Cornetta	(508)935-4734
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CW	Copy Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Sales/Marketing Coordinator	Framingham, MA	C. Chupka	(508)820-8162
CW	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Advertising Sales Assistant	Wayne, PA	C. Chupka	(508)820-8162
CW	Ad Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW	Computer Industry Reporters (2)	Framingham, MA	S. Perry	(508)820-8160
CW	Internet Reporter	Framingham, MA	S. Perry	(508)820-8160
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Graphic Designer	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Associate Editor for @Computerworld	Framingham, MA	S. Perry	(508)820-8160
CW	Account Executive	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CW/RT	Account Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	East Coast Sales Rep.	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	Market Research Associate	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
EMS	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content/Design Engineer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Marketing/Business Development	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Product Manager	San Mateo, CA	C. Neumann	(415)312-0501
EMS	User Interface Design Expert	San Mateo, CA	C. Neumann	(415)312-0501
IDC	Administrative Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, Middleware	Framingham, MA	D. Miller	(508)935-4133
IDC	Inside Sales Representative	Framingham, MA	D. Miller	(508)935-4133
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Assistant / PC Pricing	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, Electronic Delivery Products	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manger, Object Tools	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Sr. Research Analyst, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDG	Lotus Notes Administrator	Framingham, MA	P. Fowler	(508)935-4796

IDG Job Opportunities Update

September 11, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	Part-Time Receptionist	Rochelle Park, NJ	P. Fowler	(508)935-4796
IDG	HR Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Payroll Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Financial Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Director / VP US Sales	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor - Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor - Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	World Wide Web Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	National Account Manager	Dallas, TX	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts Manager / West Coast	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts Manager / Indirect Accts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts / Software Channel	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Account Mgr. / Commission Groups	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director, LAN Tech. & Communications	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Assistant Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Events Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Art Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Sales Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	National Account Manager	Framingham, MA	P. Fowler	(508935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IPS	Part-Time Copy Editor	Boston, MA	J. Skillings	(617)423-0405
IDG/IPS	Editorial Assistant	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	UK Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796
IDG/Research	Research Assistant	San Francisco, CA	D. Volpe	(508)935-4192
IFTW	Newsstand Specialist	San Mateo, CA	H. Klingel	(415)286-2506
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Controller	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / GamePro	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Expo Manager	San Mateo, CA	C. Yam	(415)286-2546

IDG Job Opportunities Update

September 11, 1995

Division	**Title**	**Location**	**Contact Mgr.**	**Phone**
IFTW	Marketing Manager/Expos/Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Director, Expos, Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594
IFW	Department Editor / Hardware	San Mateo, CA	S. Barnes	(415)525-3464
IFW	WebMaster / IW Electric	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Associate Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Technical Analyst, Multimedia & Graphics	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566
IVI	Administrative Assistant - Part-time	Framingham, MA	T. Guest	(508)935-4766
IVI	IT Research Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
MAC	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)974-7468
MAC	Associate Editor - Reviews	San Francisco, CA	C. Person	(415)978-3345
MAC	Administrative Assistant	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	Framingham, MA	M. Chow	(415)978-3272
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
NW	Public Relations Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	(415)974-7437
PCW	Associate Publisher / Multimedia World	San Francisco, CA	G. Mason	(415)978-3270
PCW	Director of Advertising	San Francisco, CA	J. Edman	(415)978-3250
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640
PCW	Advertising Information Assistant	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Administrative Assistant	Rochelle Park, NJ	J. Grogan	(201)587-0090
PCW	Assistant Editor	San Francisco, CA	C. Wood	(415)978-3321
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Research Analyst	San Francisco, CA	M. Thompson	(415)267-1753
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791

MA	Job Hotline (508)935-4406
CA	Job Hotline (415)978-3100

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

DIVISION	HR CONTACT	PHONE NUMBER
CW/RTI/CWDD	Susan Perry	(508)820-8160
	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/List Services	Mary Cornetta-Brown	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
	Elizabeth Martin	(508)935-4649
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC/IMS	Piper Fowler	(508)935-4796
FCW/Infovision Int'l. Inc.	Michele Koethe	(508)935-4531
	Theodora Guest	(508)935-4766
Object World/ComNet	Patty Reilly-Lemire	(508)820-8919
	Theodora Guest	(508)935-4766
CD Solutions, Inc.	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
PCW/Editorial/Newsletters IDG/IPS	Lori Connolly	(508)935-4791
Macworld	Shelly Ginenthal	(415)978-3203
	Marisa Chow	(415)978-3272
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
Publish/AMI	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)655-3016
	Pat Levenduski	(415)655-3015
	Jamie Maroney	(317)596-5222

IDG MEDIA

continued from page 1

online, will be listing oriented to promote a sense of community among users by giving each group a directory of addresses corresponding with their interests. The online version of the publication includes actual links to the Web sites.

An artist can browse the publication's virtual gallery and find out not only the latest trends in the art world, but how to use the WWW as a medium for career advancement.

Exclusive in *The Web*'s first issue is a profile of Sandra Bullock's latest feature film, *The Net*, and interviews with the star and the movie's director.

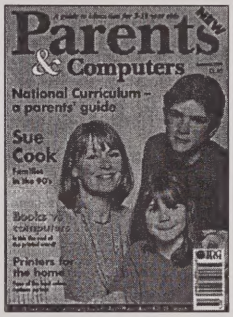
A Parent's Guide to Computing

Keeping parents up to speed about how computers affect the education of their children both at school and at home is the mission of *Parents & Computers.*

The title is geared to parents of children ages three to 11 and covers education and parenting as well as computing issues. *Parents & Computers* covers the Acorn, Mac and PC platforms most frequently used in schools and at home.

"It aims to guide parents along the most worthwhile technological path in assisting their children from nursery school to preparing for secondary education," said Editor **Pam Turnbull**.

The combination of tips for buying and using hardware and software and discussing issues such as dyslexia, enables parents to reinforce teaching with their home computers.



A review of the U.K.'s National Curriculum and a survey commissioned by *Parents & Computers* on parental computer knowledge are highlighted in the inaugural issue.

TV presenter Sue Cook is featured on the magazine's front cover with a preview of other U.K. celebrities to be featured in upcoming issues of the magazine.

Parents & Computers hopes to bridge the gap in knowledge and empower parents to become more involved in and help guide the direction of their children's education.

Turnbull believes that the publication — which will appear on newsstands quarterly will have an initial distribution of 75,000 — will meet with success as the educational tide in the U.K continues to turn.

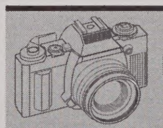
"As the government lays increasing emphasis on the importance of parental involvement in education, and the National Curriculum specifies IT in every subject apart from physical education, we are confident that *P&C* will provide a winning format," Turnbull said.

ADDRESS LISTING

Contact information for IDG's new Russian licensee is as follows:

Michael Borisov, General Manager
Open Systems Publications
Ulitsa Gubkina 3
Moscow 107809 Russia

Tel: 7-095-1355036
Fax: 7-095-1354220
Internet: cw@osp.msk.su



FINAL REMINDER

Don't miss the deadline for IDG's 12th annual International Photo Calendar Contest.

Send your entries to:
Nicole Gorman
One Exeter Plaza, 15th floor
Boston, MA 02116

Don't forget your name, business address, phone and fax numbers and photo title.

Cash prizes will be awarded.

CALENDAR

IDC PC MARKET OUTLOOK
September 19
Red Lion Hotel
San Jose, Calif.
Contact: Dara Queen, IDC
Tel: 1-800-343-4952
Fax: 508-935-4015

THE THREE GOLDEN PRODUCTS SYSTEM EQUIPMENT EXPOSITION
September 15-20
The First City of Electronics
Beijing, China
Contact: Great Wall World Exhibition Co.
Tel: 86-022-9140334

WAVE VI: BUYING IT IN THE '90S RESEARCH PREVIEW FOR IDG EMPLOYEES
September 15
Westin San Francisco Airport
San Francisco, Calif.
Contact: Jennifer Rizzo, IDG Marketing Services
Tel: 617-534-1258

MACWORLD EXPO/MEXICO CITY
September 19-21
Hotel Maria Isabel Sheraton
Mexico City, Mexico
Contact: IDG Mexico
Tel: 52-2-669-4454

WAVE VI: BUYING IT IN THE '90S RESEARCH PREVIEW FOR IDG EMPLOYEES
September 20
Holiday Inn Crowne Plaza
Natick, Mass.
Contact: Jennifer Rizzo, IDG Marketing Services
Tel: 617-534-1258

MACWORLD EXPO/TORONTO
September 20-22
Metro Toronto Convention Centre
Toronto, Canada
Contact: Mitch Hall Associates
Tel: 617-361-8000

Note: Please contact *IDG World Update* if there are events which you would like to have included in this calendar.

NOTEWORTHY

PROMOTIONS

Barbara Cole, formerly senior writer, Client/Server Applications for *Network World*, has been promoted to senior editor. "Barb has kept *Network World* on top in breaking major database stories," said News Editor **Doug Barney**. "But unlike writers for many books that seek only product information, Barb has given our readers insight into key issues through her standout analysis."

NEW EMPLOYEES

IDC welcomes two new employees. **Michael Green** has signed on as a network administrator. Prior to joining the company Mike worked as a network analyst for Fleet Services. He studied computer engineering at Worcester Polytechnic and Northeastern University and is anticipating a winter of good skiing.

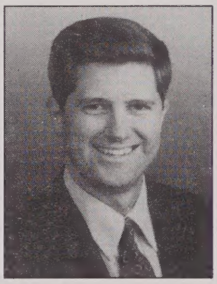
James O'Connell is an electronic publication coordinator for IDC. James, who is pursuing a degree in computer science from Middlesex Community College, worked most recently as an inventory control coordinator for CompUSA. His favorite outside interests include basketball, hiking and restoring cars.

CARSTENS

Kay Carstens is a copy editor for *Computerworld*'s Special Projects department. Kay worked previously as Destinations editor for Adams/Laux Publications. She received a master's degree in counseling and guidance from Michigan State University and outside the office enjoys kayaking with her chocolate lab Chloe in tow.

Leigh Blumstein has joined LINK Resources as a research administrative assistant. A graduate of Farleigh Dickinson University with a BS in marketing, Leigh will work with LINK's New Media Group.

Maryanne Donovan brings her experience as a freelance, high-tech telemarketer to her position as a telephone interviewer for the *Computerworld* Database Division. Maryanne earned a BA in sociology from Skidmore College and also attended the MBA program at Clark University. She has a special fondness for dogs — especially poodles.


HIATT

Michael Hiatt is a district manager for *Network World*. As manager of Media Services for Novell Michael created the MediaNet program. He earned a BA in communications from Brigham Young University and is currently pursuing a master's degree in the same area.

Jim Donohue is associate art director for *Publish*, having worked most recently as art director for *MacHome Journal*. Jim has a degree in graphic design from the School of Printing, College of Technology, Bolton St. Dublin Ireland.

IT MARKET INTELLIGENCE BRIEFING SESSIONS POSTPONED

Due to year-end time pressures, enrollment in the IT Market Intelligence Briefing Sessions for IDG employees was lower than in past years.

As a result, the September sessions have been postponed to give more employees the opportunity to participate. The original dates of these sessions were:

- **Sept. 14, Crowne Plaza Hotel, Natick, MA**
- **Sept. 21, Westin Hotel, San Francisco Airport**

New dates will be published once they've been confirmed. Please feel free to call Liz Caruso at (508) 935-4514 should you have any questions, concerns or suggestions.

CHAIRMAN'S ACHIEVER

The Chairman's Achiever Program was established in 1992 to recognize outstanding efforts of IDG employees around the world.

LEPUSA

Computerwoche Verlag GmbH Electronic Publishing Officer **Zvonimir Lepusa** has been named a Chairman's Achiever in recognition of his successful implementation of electronic publishing for all of the company's print products including *Computerwoche*, *Computer Business*, *IM Information Management* and *CW*'s technical publications.

By lengthening the copy deadline, the new system allows *Computerwoche* to offer readers more timely, late-breaking news. Because the new system operates with virtually no snags, Zvonimir was able to overcome initial staff skepticism, phase in the system and train staff in just three months.

By bringing the function in-house, the company has also been able to enhance and fine-tune page layout as well as save money, according to Zvonimir's nomination.

Managers may nominate an employee as a Chairman's Achiever by requesting a form from the Chairman's office at fax: 617-859-8642.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Jane Creighton - IDG Telecom

TWELVE YEARS
John Gallant - Network World

ELEVEN YEARS
Leslie Barton - Macworld

TEN YEARS
Mary Gibbons - IDC

NINE YEARS
Janet Glynn - IDG
Philippe Mingori - IDG France
Sylvie Neuhoff - IDG France
Scott Lum-Duenas - IDG Central Services

EIGHT YEARS
Mark Facchin - IDG Australia
Claire Leroy - IDG France
Roberta Furger - PC World

SEVEN YEARS
Walter Miao - LINK Resources
Amy Striplin - PC World
Heather Martin Maier - PC World
Shannon Linville - Integrated Media, Inc.

SIX YEARS
Earlene Sabin - IDG Telecom
Asle Reium - IDG Norway
Christina Ölschläger - IDG Germany

FIVE YEARS
Colleen Beattie - IDG Australia
Aude Cottin - IDG France
Francois Montel - IDG France
Mª Jose Marzal - IDG Spain
Graciela Torres - IDG Mexico
Teresan Lui - IDG Hong Kong
Peter Guastella - Publish

FOUR YEARS
Björn Welin - IDG Sweden
Natalye Alter - IDC
Nick van Leeuwen - IDG Netherlands
Jose Mª Mulas - IDG Spain

THREE YEARS
Henrik Ulrichsen - IDG Norway
Ramiro Garces - IDG Venezuela
Laurianne McLaughlin - PC World

TWO YEARS
Barbara Rothwell - IDG
Cheryl Talamini - IDG
Tim Gallan - IDG Books
Kent Persson - IDG Sweden
Lisa Faraone - InfoWorld
Kimberly Gilliard - Computerworld
Jay Rizoli - Computerworld

ONE YEAR
Carol D'Costa - IDG Australia
Lee Schlesinger - Network World
Brenda McLaughlin - IDG Books
Karen Bluestein - IDG Books
Kevin Spender - IDG Books
Diane Giangrossi - IDG Books
Kathy Norman - IDG Books
Jonas Nilson - IDG Sweden
Torgil Dunkansby - IDG Sweden
Radiance Tan - IDG Singapore
Fabiola Franz - Computerworld
Veronika Trinkle - IDG Hong Kong
Serina Ko - IDG Hong Kong
Christine Tenneson - IDG
Linda Golon - CIO
Stephen Daniels - Macworld

BRAZIL

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as an offer of free Lotus Freelancer software for new subscribers signing on at the show. Almost 1,600 people took up the offer.

The company has boasted a strong presence at Fenasoft since the show's inception nine years ago. This year's event played host to over 800,000 attendees and 2,000 exhibitors, including 300 non-Brazilian vendors — making it a crucial forum for IDG Brazil to peddle its wares.

While IDG Brazil's offices are divided between São Paulo and Rio to ensure blanket coverage of the industry, Fenasoft is held in São Paulo where 60% of the country's IT market is concentrated. In 1976, IDG opened its operation in Brazil, which accounts for 40% of the Latin American IT market.

ADDRESS CHANGES

IDC recently announced address changes for its offices in the Czech Republic and Austin, Texas.

Steve Frantzen
IDC Eastern European
Expertise Center
Janovskeho 28/195
170 00 Prague 7
Czech Republic

Tel/Fax: 42-2-804-136

Rebecca Williamson
IDC Texas
100 Congress Avenue
Suite 2000
Austin, TX 78701

Tel: 512-469-6333
Fax: 512-469-6320

ActiveMedia Inc. President Dale Strang announced new offices on the East and West coasts. The addresses are:

ActiveMedia Inc.
600 Townsend Street
Suite 170 East
San Francisco, Calif. 94103

Tel: 415-522-2410
Fax: 415-522-2409

ActiveMedia, Inc.
120 Bedford Center Road
Suite 4
Bedford, NH 03110

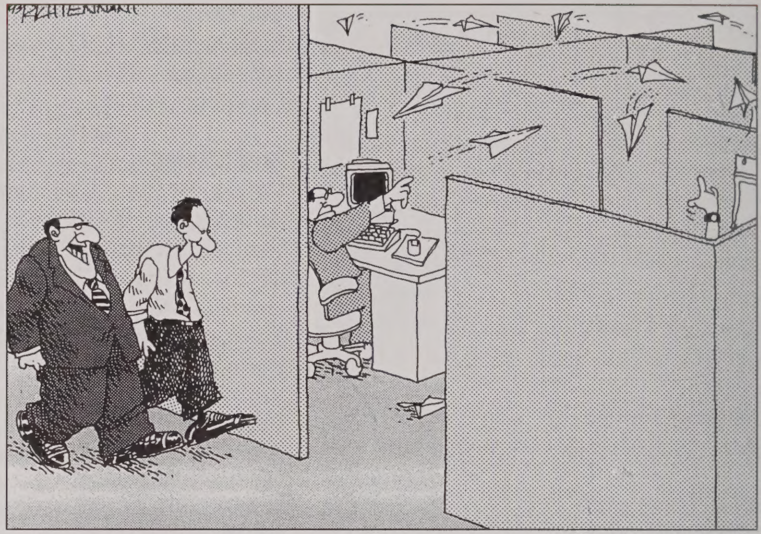
Tel: 603-472-2421
Fax: 603-472-2419

Internet: strang@dv.com

OFF LINE

WIN A COPY OF RICH TENNANT'S NEW BOOK!

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, Oct. 10.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will also be recognized.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

PCW Presents an Array of Online Offerings on MSN

The Microsoft Network will feature interactive content from *PC World*, *Multimedia World*, IDG Newsletters and online publications

PC World Communications, Inc., last month unveiled an impressive showcase of online offerings — developed to provide members of the Microsoft Network (MSN) with the comprehensive information they need to make intelligent PC-related purchasing decisions.

"We're excited about working closely with Microsoft to deliver *PC World*'s award-winning editorial to a new audience of PC-proficient managers," said **Thomas Gewecke**, publisher of *PC World*'s Online Services Group. "MSN's OLE-based technology and new user interface tools give us the ability to extend the concepts of what an online magazine can be."

PC World will expand its offerings to include content, software, and interactive editorial applications drawn from and based on the award-winning content of *PC World*, *Multimedia World*, and the IDG Newsletter Group, as well as *PC World*'s *Small Office/Home Office Online* and *Windows 95 Online* electronic publications.

MSN Readers will be able to search

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CW Ad Sales Team Recruits Record-Breaking Careers Section

COMPUTERWORLD

IDG WORLD UPDATE

COMPUTERWORLD'S FRAMINGHAM-BASED RECRUITMENT AD SALES TEAM IN A *rare moment of inactivity. From left:* ***Derek Hulitzky*****,** ***Jennifer Arispe*****,** ***Denise Drane*****,** ***Jean Kolak Mercer*****,** ***Jay Savell*****,** ***Chris Glenn*****,** ***Ellen Cross*****,** ***Nancy Mack*****,** ***Nicole Glinsky*****,** ***Caryn Dlott*****,** ***Lisa McGrath*****,** ***Pauline Smith*** *and* ***John Corrigan****. Not pictured is Waltham, Mass.-based* ***Nancy Percival*****.**

Over the summer, Americans have logged a variety of record-breaking performances. In July, astronaut Dr. Norman Thagard, who spent 105 days aboard the Russian space station Mir, broke the American record for longest space mission. On Aug. 24, the men and women who will decide O.J. Simpson's fate, broke the California record — 225 days — for longest sequestered jury. And earlier this month, Baltimore Orioles Shortstop Cal Ripkin broke Iron Man Lou Gerhig's record for most consecutive games played. And now, a little closer to home, along comes *Computerworld*'s recruitment advertising department, with a not-soon-to-be-duplicated-record of its own.

Thanks to the 11 men and women who sell the advertising space and the seven people who design and produce the Computer Careers section, the newspaper's Sept. 4 issue carries an uprecedented 30 pages — three times the normal size — of recruitment advertising.

The first issue of September, which,

•CONTINUED PAGE 4•

IN BRIEF

IDG Teams with Mitch Hall to Produce Key Expos

Last month IDG and Mitch Hall Associates (MHA) announced an alliance in which a new venture, IDG/MHA Event Management, will produce several of IDG's key conferences and expositions in the U.S.

"When leaders combine their strengths in great partnerships, customers are the biggest winners," said IDG President **Kelly Conlin**. "By calling on the broad expertise of Mitch Hall Associates, IDG will continue to produce the types of events our customers need —smooth-running, professional, and profitable."

Under the agreement, IDG/MHA Event Management will produce: ComNet Washington, D.C.; Electronic Entertainment Expo (E3) in cooperation with Infotainment World; MACWORLD Expo/Boston and MACWORLD Expo/San Francisco; DV/CD-ROM Expo and SunWorld Expo.

For more information contact IDG/MHA at tel: 617-361-2001.

ActiveMedia Unveils its *LiveDV* Multimedia Resource

ActiveMedia showcased its new multimedia resource, *LiveDV*, last month at SIGGRAPH 95, the trade show for multimedia professionals and enthusiasts, held Aug. 7-15 in Los Angeles.

"We called it *LiveDV*, the metazine for multimedia developers, because it provides a more in-depth look into the stories behind the news," said Editor and Publisher **Peter Karnig**.

Loosely translated, a "metazine" is an online information service designed for the thousands of artists, engineers, executives and scientists comprising the digital video industry.

"This interactive tool allows subscribers access to case studies, sneak previews of hot new products, and a comprehensive product and service directory that all have links to key articles in back issues of *Digital Video* magazine," Karnig said.

Also at the show, ActiveMedia released a research study on how the World Wide Web has impacted multimedia marketing strategies.

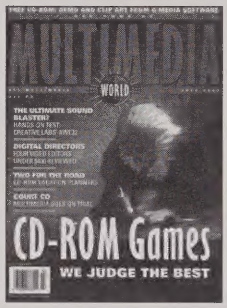
The first in a series of reports to be released over the coming months, the study is based on interviews with marketing executives representing the top 100 U.S. multimedia tool vendors.

LiveDV can be accessed at http://www.LiveDV.com.

For more information contact Peter Karnig at tel: 415-522-2400 or Internet: karnig@dv.com.

Multimedia World Leads Industry in Ad Growth

Multimedia World surpassed all major computer magazines in advertising growth during the first half of 1995, according to *Computer Publishing and Advertising Report* (*CPAR*).



Compared to the same period in 1994, *Multimedia World* has garnered "a 56.8% jump in ad pages and an 80.3% increase in revenues," reported *CPAR* (July 24).

Multimedia World Publisher **Greg Mason** attributes the growth to a targeted circulation strategy and focused editorial.

"We specifically target 'mediaphiles,' those multimedia enthusiasts serious about getting the most from their PC because they display the highest PC-product buying power among consumers," Mason said.

Since inclusion into *CPAR*'s monthly index in January 1995, *Multimedia World* has scored consistently the largest gains in advertising pages and revenues.

For July 1995, *CPAR* (Aug. 7) observed that "*Multimedia World* led the pack in both categories with a 76.4% jump in ad pages and a 102.8% increase in revenue."

CPAR also noted that the magazine's new CD-ROM companion, *Multimedia World LIVE!*, represents an additional opportunity for advertisers to reach the growing market of multimedia users. The monthly CD-ROM features enhanced versions of articles as well as interactive content.

CD Solutions Extends Reach with Internet Home Page

The launch of its home page is the latest in a series of ventures undertaken by CD Solutions, Inc., in the past few months to extend its reach to a growing client base.

"We're using the Web to deliver our most current information to customers and prospects worldwide while also providing them a means to connect directly with us," said CD Solutions President **Paul Earl**.

Using the Internet for Profit, an instructional and reference CD for the SOHO market to be released by CD Solutions later this month, will include free software for creating a home page and seven days of free connect time on the Internet.

CD Solutions' Home Page can be accessed at http://www.cdsolutions.com/cdsolutions/. *For more information contact **Carrie Hurley** at 508-879-0006.*

ON LINE

MARION KIBBEE

IDG's vice president of Corporate Services is this week's guest columnist.

(Part 1)

Q Can you briefly outline your responsibilities as VP/Corporate Services?

A It is very difficult to "briefly" outline the responsibilities of my position, as I essentially act as the "traffic cop" for a great deal of incoming and outgoing messages and materials from and to our worldwide independent business units.

For instance, all of the monthly commentary from each of our operations comes through my office, and it is my responsibility to make sure that the commentaries are received on time, that they are consistent with the needs of the Executive Committee and that they get distributed far enough in advance of the monthly review meeting so that everyone has an opportunity to review them. (We are in the process of moving this from a binder format to a Notes database whereby all worldwide business unit presidents can read and share their successes with one another.)

Along with commentaries there are, of course, the financial reports that go directly to Steve Pelosi at IDG for analysis by his group. (The financial charts are also being moved to a Notes database for easy access and information sharing among colleagues.) We currently receive information from more than 70 individual operating units on a monthly basis.

In addition, I am in charge of the organization and scheduling of all worldwide operating review board meetings, the managers' meetings in Europe, Latin America, Asia/Pacific and the U.S. as well as the massively complex annual worldwide managers' meeting.

Each week, I also pull together the agenda from all of the Executive Committee members for our weekly 11:11 conference call on Monday mornings as well as organize the monthly financial review meeting at which time all worldwide operations and ongoing agenda items are reviewed and addressed accordingly.

A new area of responsibility this past year has been IDG's Corporate Travel Department, which has provided me with an interesting and challenging opportunity. Having traveled a great deal over the years with IDG, it has been a true learning experience dealing with travel from the "other" side. As most of you know, there are many changes taking place within the travel industry today and Lyndsey Pomella, IDG's Corporate Travel Manager, is working hard to enhance efficiencies while providing our travelers with the best options available to meet their needs.

For years, you have been responsible for planning and managing most of IDG's major meetings. Do you have any tips about how to put on a great meeting?

If somebody asks you to organize such a meeting, just say no! Seriously, the most important thing is to be in total control of every aspect of the meeting right down to the smallest item and to pre-organize each part of the meeting by breaking it down into small and manageable components.

There is no such thing as too much detail or too many reviews when you are spending valuable time and resources, especially when the attendees are all members of the top management of the corporation and their time is both scarce and expensive. One of the most valuable sources of information we have each year is the survey we do after the worldwide managers meeting. This lets us know what is of value to our attendees — keeping close to your customer always pays off.

It is also very important to start on these projects well in advance and to always plan on the unthinkable happening and being prepared to handle it. I would also recommend a bottle of Excedrin as well as comfortable shoes!

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 41 West St., 7th floor, Boston, MA 02111, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

RECRUITS

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DESPITE MOVING TO NEW OFFICES THE WEEKEND BEFORE, COMPUTERWORLD'S *Classifed Operations staff produced the record-breaking Computer Careers section without missing a beat. From left:* ***Joe Mola****, graphic artist;* ***Judy Schultz****, ad coordinator;* ***Lori Boiardi****, graphic artist:* ***Cindy Delaney****, director, Classified Operations;* ***Colleen Hayes****, production supervisor; and* ***Peter Kelly****, senior graphic artist. Not pictured:* ***Rick Buroni****, ad coordinator.*

IDG WORLD UPDATE

for the past nine years has featured *Computerworld*'s Annual Salary Survey, is always popular with advertisers, noted Vice President of Recruitment Advertising **John Corrigan**. However, this year, thanks to a "calculated and concerted effort from the entire team," some 214 recruitment ads were sold, generating over a half million dollars in revenue.

A moving background

While the account execs began pitching this issue back in January, a full-court press was not launched until June, Corrigan noted. "This was just an incredible sales job. Everyone was relentless!"

Adding to the achievement was the fact that it was carried out against the backdrop of *Computerworld*'s recent move to a new building in Framingham, noted Marketing Director **Derek Hulitzky**. "We're a heavily technology-dependent group, and [Director of Classified Operations] **Cindy Delany** and her team managed to close this huge issue despite having moved into new quarters just four days prior."

The operations group, which counts three graphic artists among its ranks, often creates ads for clients who may not work with an agency. Although much of that week now "is a blur," Production Supervisor **Colleen Hayes** recalls that the group did create a substantial number of the ads appearing in the Sept. 4 issue.

While the normal schedule calls for a Thursday 3 p.m. deadline for accepting new ads, allowing the group to get the final boards off to Logan Airport for a 9 p.m. flight to the printer, on the evening of Aug. 31, ads were still coming in as late as 6:45 p.m., said Ad Coordinator **Judy Schultz**. "Needless to say, we missed our flight that night, but the printer was able to work around it."

Testament to the tremendous team spirit that pervaded this effort, the whole department — account executives, operations people, "even John Corrigan!" Schultz joked — stayed in the office until the section closed close at 10:30 p.m. "My job," said Corrigan,"was to keep the pizza coming and stay out of the way!"

Rounding out *CW*'s recruitment advertising sales team are the regional sales staff members: **Marty Finn** and **Fabiola Franz**, Mid-Atlantic region; **Katie Kress-Taplett** and **Sean Fitzgerald**, South Atlantic region; **Pat Powers** and **Cathy Viox**, Midwest region; and **Barbara Murphy** and **Pamm Prince**, Western region.

WEST COAST EMPLOYEES RAISE OVER $20,000 FOR FIGHT AGAINST AIDS

IDG West Coast employees participating in July's AIDS Walk San Francisco fund-raiser collected over $20,000 in pledges and matching donations from their business units, placing the company among the top 20 corporate fund-raisers in this event. Eighty-five employees from IDC West, IDG Books, IDG Research Services, InfoWorld, Infotainment World, Macworld, Multimedia World, Network World, PC World and Publish participated in the 10-kilometer walk. Top fund-raisers were: Nadia Maudsley, $1,775; Nancy Durlester, $1,450; Karen Mitchell, $1,460; Lonnie Forbes, $603; and Anita Epler, $425. Standing near the starting line above are (left-right): Maudsley, Michelle Reyes, IDG Shared Services; Shelly Ginenthal, Macworld; and Ed Ramierez, Macworld.

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PROGRAMMER / ANALYST 2 positions (CW)
The selected candidate should have 1-3 years experience in PC applications development through work or internship experience. Knowledge of UNIX development in a server environment, Windows applications development in a client environment, Notes, Oracle and an understanding of OOX technologies and methodologies preferred. Previous experience in human resource development a plus. Responsibilities will include designing, programming, testing and documenting client application programs, assisting with software development and database and/or telecommunications development.

MANAGER OF APPLICATIONS DEVELOPMENT (CW)
Selected candidate should have 5 years experience in PC applications development with the two most recent years in a client/server environment. UNIX development experience in a server environment, Windows applications development experience in a client environment, database and workstation development tools, Notes, Oracle, and OOX technologies and methodologies necessary. Responsibilities will include interfacing with contractors at the design level, assuring application integration with business functions, plus designing, programming, testing and documenting server application programs as required.

PART-TIME HUMAN RESOURCES ASSISTANT (CW)
Ideal candidate will assist with the daily operations of the HR department. Responsibilities include assisting with payroll preparation, responding to general inquiries, serving as a back-up for phones, maintaining various databases and preparing reports. (25 hours/week)

SALES ASSOCIATE (@ COMPUTERWORLD)
@Computerworld is seeking a high energy sales associate to provide general administrative support to the Publisher and Director of Operations. Excellent communication skills are necessary. PC skills including report and presentation preparation plus the ability to work independently essential. Responsibilities will include advertising traffic coordination and client contact.

NETWORK ADMINISTRATOR (EMS)
This position will perform system support duties for a multiple-OS TCP/IP network. Responsibilities include managing servers and networks to ensure maximum availability; setting up and maintaining security of LAN via OS and router configuration; managing server utilization and backup and providing support to end-users. A minimum of 5 years UNIX OS administration, including experience with NFS, NIS, Sendmail and server-performance tuning required. Strong communication skills essential.

DESKTOP PUBLISHING OPERATOR (IDC)
The individual in this position will be responsible for formatting newsletters and reports, plus generating tables and graphics on the MAC using MS Word, QuarkXpress, Excel, Illustrator and DeltaGraph. Solid understanding of Macintosh computers essential. A minimum of 1-3 years DTP experience required. Graphic design experience a plus.

PRINTERS PROGRAM RESEARCH INTERN (IDC)
This part-time internship will conduct market research in the IDC library and/or through discussions with IDC analysts and industry contacts to support clients in the computer printer industry. Candidate will write newsletter/synopsis of industry events and periodically update the major vendor/product database. Strong writing skills necessary. Knowledge of PC software programs essential. Strong interpersonal communication skills a plus.

SENIOR VICE PRESIDENT, RESEARCH (IDC)
This senior management position will write research bulletins and fax flashes on key technology trends, work closely with the marketing department to develop research press releases and promote and sell the Global IT survey, the Black Book and other IDC research worldwide. Candidate will establish and chair internal IDC research special interest groups and be a regular IDC speaker at industry events.

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SOFTWARE ACQUISITIONS EDITOR (IDG/B)
The individual in this position will work with authors and editors, develop software strategy for disks and CD ROMS, schedule software acquisition, acquire software, negotiate licensing agreements and deal with vendors. Duties will include overseeing and managing CD-ROM development and evaluating new freeware, shareware and commercial software. College degree required. A minimum of 2 years computer industry knowledge/experience necessary. Editing, writing and publishing experience a must. Knowledge of a variety of software packages essential.

SENIOR FINANCIAL ANALYST (IFTW)
The individual in this position will work with the Controller on budgets, forecasts and models, as well as perform special cost, profitability and other analyses. This position requires a CPA plus three years experience in book publishing. Knowledge of Excel with macro proficiency essential. Exceptional analytical abilities a must.

SALES ASSOCIATE (IFW)
The selected individual will handle the weekly closing of the display edition, interact with clients via telephone, manage the database and provide general administrative support. The environment is fast-paced and requires superb attention to detail. Strong organizational skills necessary. PC literacy a must. Publishing or advertising experience preferred.

SALES REPRESENTATIVE (IFW)
The individual in this position will be responsible for prospecting and maintaining advertising space for InfoWorld. Two to four years outside sales experience plus knowledge of the computer industry required.

ASSOCIATE EDITOR, PC LETTER (IFW)
This is an editorial/administrative position involving writing, reporting and online publishing. Responsibilities include production management and administrative support for the editor. Strong organizational skills plus product knowledge and/or technical background preferred. A minimum of 3 years industry editorial experience required.

GRAPHIC ARTIST (IVI)
The ideal candidate will work with the research and marketing departments to provide graphic and layout support for presentation, proposals, brochures, flyers, invitations and other miscellaneous projects. A minimum of 2-3 years experience required. Individual should have a strong background in both Mac and PC environments. Knowledge of PowerPoint, Word, Quark and Illustrator essential. BA in Graphic Design or Art preferred.

COPY EDITOR (NW)
The individual in this position will be responsible for editing news and features on-line, composing pages on a PC-based page makeup system, proofreading pages, writing headlines and aiding in chart production. A degree in English or Journalism required. Experience working with Atex and the Quark page make-up system essential. Familiarity with computer networking concepts a plus.

STAFF WRITER (NW)
The individual in this position will be responsible for covering a wide range of networking products, trends and issues. Candidate should have a minimum of 2 years experience reporting on information technology and a proven ability to consistently break news.

RECEPTIONIST / ADMINISTRATIVE ASSISTANT (PCW)
The individual in this position will be responsible for handling the switchboard, courier and fax duties, greeting guests, delivering copy paper and producing inter-company telephone directories. Candidate will provide support to various Central Services departments as needed. A minimum of 1 year office experience necessary. Computer experience preferred Familiarity with Filemaker Pro a plus. Must be able to lift 60 lbs.

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Division	Title	Location	Contact Mgr.	Phone
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CIO	Operations Specialist	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919
ComNet	President / ComNet Expo	Framingham, MA	M. Neece	(508)935-4149
CW	Sales Associate	San Francisco, CA	T. Lehane	(415)347-0555
CW	Programmer / analyst (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW	Manager of applications Development	Framingham, MA	T. O'Connor	(508)820-8566
CW	P/T Human Resources Assistant	Framingham, MA	C. Chupka	(508)820-8162
CW	Copy Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Advertising Sales Assistant	Wayne, PA	C. Chupka	(508)820-8162
CW	Ad Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW	Internet Reporter	Framingham, MA	S. Perry	(508)820-8160
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Graphic Designer	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CW/RT	Account Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	East Coast Sales Rep.	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	Sales/Marketing Coordinator	Framingham, MA	C. Chupka	(508)820-8162
CWDD	Market Research Associate	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
EMS	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501
EMS	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501
EMS	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
IDC	Senior VP, Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649
IDC	Printers Program Research Intern	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, Middleware	Framingham, MA	D. Miller	(508)935-4133
IDC	Inside Sales Representative	Framingham, MA	D. Miller	(508)935-4133
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Assistant / PC Pricing	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, Electronic Delivery Products	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Manger, Object Tools	Framingham, MA	D. Miller	(508)935-4133
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Sr. Research Analyst, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Consulting & Custom Research Dir.	Framingham, MA	D. Miller	(508)935-4133
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133

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Division	Title	Location	Contact Mgr.	Phone
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDG	Lotus Notes Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Part-Time Receptionist	Rochelle Park, NJ	P. Fowler	(508)935-4796
IDG	HR Assistant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Payroll Benefits Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Financial Systems Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Switchboard Operator	Framingham, MA	M. Roberti	(508)820-8313
IDG	Senior Tax Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	System Support Specialist	Framingham, MA	P. Fowler	(508)935-4796
IDG	VP, Corporate Communications	Boston, MA	M. Neece	(508)935-4149
IDG/B	Software Acquisitins Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Director / VP US Sales	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor - Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor - Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	World Wide Web Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	National Account Manager	Dallas, TX	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts Manager / West Coast	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts Manager / Indirect Accts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Accounts / Software Channel	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Key Account Mgr. / Commission Groups	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director, LAN Tech. & Communications	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Assistant Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Events Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Art Director	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director of Production	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Financial Analyst	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796
IDG/CSC	Director, Business Analysis	Boston, MA	M. Neece	(508)935-4149
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	National Account Manager	Framingham, MA	P. Fowler	(508935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IPS	Part-Time Copy Editor	Boston, MA	J. Skillings	(617)423-0405
IDG/IPS	Editorial Assistant	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	UK Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/IPS	U.S. Correspondent	Boston, MA	R. Garretson	(617)423-1052
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796
IDG/Research	Research Assistant	San Francisco, CA	A. Jones	(508)935-4315

IDG Job Opportunities Update

September 18, 1995

Division	Title	Location	Contact Mgr.	Phone
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Controller	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Sales Associate / GamePro	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Expo Manager	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Marketing Manager/Expos/Conf. & Events	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Account Manager / E2	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594
IFW	Sales Associate (2)	Seattle / San Mateo	E. Aronowitz	(415)312-0673
IFW	Sales Representative	San Mateo, CA	E. Aronowitz	(415)312-0673
IFW	Associate Editor, PC Letter	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Department Editor / Hardware	San Mateo, CA	S. Barnes	(415)525-3464
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Managing Editor	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Technical Analyst, LAN	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Information Systems Director	San Mateo, CA	D. Vieraitis	(415)312-0566
IFW	Test Developer, Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Reviews Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566
IVI	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4766
IVI	Administrative Assistant - Part-time	Framingham, MA	T. Guest	(508)935-4766
IVI	IT Research Analyst, Interns (2)	Falls Church, VA	T. Guest	(508)935-4766
IVI	Account Director	New York	M. Koethe	(508)935-4531
LINK	Administrative Assistant	New York City, NY	D. Miller	(508)935-4133
MAC	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)974-7468
MAC	Associate Editor - Reviews	San Francisco, CA	C. Person	(415)978-3345
MAC	Administrative Assistant	San Francisco, CA	J. Lagas	(415)978-3349
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	Framingham, MA	M. Chow	(415)978-3272
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Research Analyst	San Francisco, CA	L. Lawrence	(415)978-3311
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
NW	Copy Editor, Level 1	Framingham, MA	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Public Relations Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
PCW	Receptionist/Administrative Asst,	San Francisco, CA	J. Fuchs	(415)978-3355
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	(415)974-7437
PCW	Associate Publisher / Multimedia World	San Francisco, CA	G. Mason	(415)978-3270
PCW	Director of Advertising	San Francisco, CA	J. Edman	(415)978-3250
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640
PCW	Advertising Information Assistant	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Administrative Assistant	Rochelle Park, NJ	J. Grogan	(201)587-0090
PCW	Assistant Editor	San Francisco, CA	C. Wood	(415)978-3321
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250
PCW	Business Development Analyst	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250
PCW News	Administrative Office Assistant	Boston, MA	L. Connolly	(508)935-4791
PCW News	Technical Writer (2)	Boston, MA	L. Connolly	(508)935-4791

MA Job Hotline (508)935-4406

CA Job Hotline (415)978-3100

IDG HUMAN RESOURCES CONTACTS

Please contact the Human Resources Dept. of the respective division for more detailed information on these job postings

DIVISION	HR CONTACT	PHONE NUMBER
CW/RTI/CWDD	Susan Perry	(508)820-8160
	Toni O'Connor	(508)820-8566
	Christine Chupka	(508)820-8162
NW/CIO/List Services	Mary Cornetta-Brown	(508)935-4734
Research Services	Danielle Volpe	(508)935-4192
IDC/LINK	Debbie Bernardi	(508)935-4361
	Dana Miller	(508)935-4133
	Elizabeth Martin	(508)935-4649
Connell Communications Inc.	Jayne Engel	(603)924-7271
IDG Framingham/Reg. Offices	Elaine Ouellette	(508)935-4605
MSD/CSC/IMS	Piper Fowler	(508)935-4796
FCW/Infovision Int'l. Inc.	Michele Koethe	(508)935-4531
	Theodora Guest	(508)935-4766
Object World/ComNet	Patty Reilly-Lemire	(508)820-8919
	Alana Jones	(508)935-4315
CD Solutions, Inc.	Elaine Ouellette	(508)935-4605
	Theodora Guest	(508)935-4766
PCW/Editorial/Newsletters IDG/IPS	Lori Connolly	(508)935-4791
Macworld	Shelly Ginenthal	(415)978-3203
	Marisa Chow	(415)978-3272
PCWorld/IDG Central Services	Richard Willoughby	(415)978-3205
	Thalia Ohara	(415)978-3204
Publish/AMI	Faith Lee	(415)267-1722
Infotainment World	Christine Yam	(415)286-2546
	Kelly Lynch	(415)286-2594
InfoWorld	Donna Vieraitis	(415)312-0566
	Linda Schmid	(415)312-0669
EMS/Asia Support Center	Carla Neumann	(415)312-0501
IDG Books	Ginny Tolan	(415)655-3016
	Pat Levenduski	(415)655-3015
	Jamie Maroney	(317)596-5222

IDG Spain Promotes English Language Training

For over nine years, IDG Spain has been providing its employees with an added incentive to learn English — a patient and charismatic tutor named Edith Sicaba.

Originally from South Africa, Edith came to Madrid 18 years ago and worked as a cook in a Spanish household, not knowing a word of the language. The practical way in which she approached learning Spanish nearly two decades ago is reflected in her teaching style today.

While her co-worker in that first home learned Spanish with text books, Edith decided to learn the language by listening to those around her, immersing herself in their world and learning what she needed to function in that world. Her efforts clearly paid off and enabled her to teach English first at a primary school, later at an Italian engineering company and then at IDG Spain.

IDG WORLD UPDATE

EDITH SICABA (CENTER) TUTORS FERNANDO GARCIA AND ***Mar Cabañas**, students in her advanced beginning English class. This lesson is based on reading horoscopes and talking about the characteristics associated with each of the astrological signs.*

She holds classes for groups no larger than four students every day of the week from 8-9 a.m. and 2-3 p.m. Currently Edith is teaching 12 students. She employs a variety of creative strategies to help students master basic conversational skills and to present material that is applicable to their lives and their careers.

"Teaching adults is very difficult," Edith said. "To encourage and stimulate them and keep them interested is a constant challenge." She overcomes this challenge with workbooks, videos, tape recordings and popular magazines. For beginning students, Edith often uses issues of *National Geographic* and *Hola!*, Spain's most popular magazine about people and current events.

For more advanced students, Edith sometimes uses tapes of the popular British series, *Upstairs, Downstairs*, which she feels gives students a look at the differences inherent in the English language. Based in Edwardian England at the turn of the century when the servants' quarters for the upper class families were located downstairs in the family home, the program includes the language of the aristocracy and the commoners of that time.

IDG Spain General Manager **Paco Zabala**, was one of Edith's first —and more challenging — students. An extrovert who often neglected his homework, Paco would simply continue talking until he was able to convey his point, not worrying about grammar or word usage, Edith recalled.

Despite his recalcitrance, today Paco's English is close to perfect and he continues to support the tutoring of his workforce, funding their education and even paying for some employees to attend English language programs in the U.K. and the U.S. 🖶

INFOTAINMENT WORLD EMPLOYEES HONORED FOR 100% PARTICIPATION IN SURVEY

IDG's 1995 Employee Survey drew a record response from U.S. business units with over 85% of employees taking the time to provide the company with feedback on the working environment, business unit management and benefits package. Employees at Infotainment World, however, have been singled out this year for their extraordinary 100% participation in the survey process.

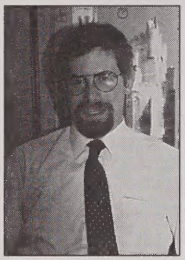
Noted Director Corporate/International HR Programs Tom Mathews, "A lot of groups put an awful lot of time and energy into collecting this very valuable information, but with close to 100 employees, IFTW clearly did just a fabulous job." At right, IFTW HR Director Christine Yam (left) and HR Representative Kelly Lynch display the binder containing 1995 Employee Survey responses from every IFTW employee and the trophy honoring the company's achievement.

NBA JAM
NBA JAM SESSION

NOTEWORTHY

NEW EMPLOYEES

Charles Wemyss, Jr. has joined IDG as director of the newly formed IDG Paper Supply Co. Charlie comes to IDG from Kymmene USA where he was sales manager, Publications Papers and responsible for the $100 million U.S. sales and marketing operations of the second largest European paper producer. He has a bachelor's degree in political science from the University of New Hampshire and served as captain of the infantry in the U.S. Marine Corps.


MAGEE

IDG WORLD UPDATE

Jamie Magee has signed on as an AdBase research assistant at IDG Research Services. Having spent the past two years as an "at-home dad" and working as a Macintosh freelance consultant, Jamie will now manage AdBase requests and trade show data collection. He has a BA in German from Middlebury College and an MA in International Relations from the University of Denver. German culture and music, following current events and homebrewing are among Jamie's favorite outside interests.

Randy Knotts is a sales representative for *Publish.* Previously sales and category manager for *Advertising Age* and *Business Marketing,* Randy earned a BS from the University of Kansas School of Journalism. Randy devotes his free time to his family, playing golf, tennis and cooking.

IDC welcomes two new employees. **Mark Levitt** is a senior research analyst for Electronic Messaging. Mark is an IDC veteran, having previously worked as an analyst for the PC Hardware and Software group. In 1994, Mark received a J.D. from Boston University School of Law and was admitted to the Massachusetts Bar. He worked part-time as a consultant for a number of IDC research programs and was also a consultant for the National Lawyers' Guild. He is the author of a paper and two published text supplements on law and computer issues.

As Director of LAN research, **Brad Baldwin** will provide clients with strategic guidance and industry analysis on the remote network access and internetworking markets. Brad was most recently principal at Baldwin Network Research, has served as LAN program director for the Gartner Group and cofounded Sheehan, Baldwin & Campeau Communications, a high-tech marketing consulting firm. He has a BS in computer science from the University of California/Berkeley and competes in mountain biking and roadracing events in California. He encourages anyone who is currently involved in, or is interested in racing to contact him directly at IDC West.

Donna Mancini joins Infotainment World as a newsstand sales specialist. A graduate of the College of Notre Dame with a BS in marketing, Donna worked most recently as a circulation associate for Sunset Publishing. In her free time, Donna enjoys aerobics, mountain biking and wine tasting.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS

Larry Bishop - IDC

TWELVE YEARS

Suresh Rajon - IDG France
Karl Koessal - PC World

EIGHT YEARS

Ed Chittenden - Integrated Media, Inc.

SEVEN YEARS

Bob Kayne - InfoWorld
Philippa Grattan - IDG New Zealand

SIX YEARS

Dierdre Hatch - IDC
Earlene Sabin - IDG Telecom
Patricia Ferguson - Infotainment World
Christopher Lindquist - Infotainment World
Holly Klingel - Infotainment World

FIVE YEARS

Alexa McCloughan - IDC
Richard Denechaud - IDC
Kerry Ann Bubluski - Computerworld
Tim Wilson - IDG Singapore
Lennart Ekner - IDG Sweden

FOUR YEARS

Simona Cattaneo - IDG Italy
Jennifer Beilowitz - InfoWorld
Brandon Nordin - IDG Books
James Duffy - Network World

THREE YEARS

Rosemary Pickett - IDC
Diane White - IDC
Donna Silva - IDC
Barry Green - Integrated Media, Inc.
Mark Broatch - IDG New Zealand

TWO YEARS

Gerry Murray - IDC
David Weldon - Computerworld
Fulya Cetin - IDG Turkey
Sherry Gomoll - IDG Books
Brenda Hendrick - IDG Research
Tom Vahey - IDG
Thomas Russo - Infotainment World
Rebecca Patton - Infotainment World
Miriam Green - IDG New Zealand

ONE YEAR

Philip Williams - IDC U.K.
Ivan Corless - IDG Media
Gena Haas - Computerworld
Christine Chupka - Computerworld
Lisa Stapleton - InfoWorld
Özgür Apaydin - IDG Turkey
Leong Yin Leng - IDG Singapore
Gini Wong - IDG Singapore
Peter Gutniak - IDG Sweden
Madeleine Wallin - IDG Sweden
Joans Wallin - IDG Sweden
Fredérique Stern Lafont - IDG France
Eddie Babasa - IDG Books
Stacey Holden Prince - IDG Books
Courtney O'Connell - Infotainment World
Sara Goessi - IDG New Zealand
Rob Hosking - IDG New Zealand
Arron Patterson - IDG New Zealand
Rob Octavio - IDG Central Services

IDG Seeks Managing Director for Singapore, Malaysia Offices

IDG is looking for an experienced publishing professional to assume the leadership of the Singapore and Malaysia publishing operations.

The successful candidate will have well-rounded publishing experience in a weekly IT publication environment and possess excellent managerial skills as well as excellent financial and business management skills. The ideal candidate will have a minimum of 10 years of publishing experience.

Contact **Jim Casella**, IDG's chief operating officer, at tel: 617-534-1205, for more information.

LOCAL LOOP DELAYED

Due to the special issue of *IDG World Update*, "A Day in the Life of IDG," that will appear next week, the Local Loop insert will be delayed by a week and will run in the Oct. 2, issue. Therefore, the deadline for submitting items for Local Loop has been extended to Sept. 30. You may fax your ads to: 617-423-0712 or send them via E-mail to world_update@idg.com.

ONLINE DISCUSSION GROUP SEEKS MEMBERS

As IDG publications continue to move online, editorial departments will face some unique challenges and issues. A group of editors and reporters from several IDG units recently created an Internet mailing list to discuss these issues and share ideas. To get on the list, send a note with your E-mail address and publication name to agaffin@nww.com.

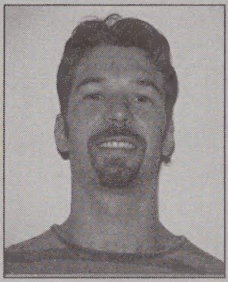
PC WORLD

continued from page 1

and browse current and past issues of the publications as well as PC-related newsgroups and related World Wide Web home pages. In addition, members will be able to interact with one another and *PC World* editors through bulletin boards, E-mail, and discussion areas. Readers can also access *PC World*'s extensive library of PC demo software, shareware and clip media.

PC World Online is the most widely distributed online computer publication, available to more than 12 million users on America Online, CompuServe, Prodigy, The Microsoft Network and the World Wide Web.

IDG NEWSLETTERS HOSTS MONTHLY DESIGN DISCUSSION ON MSN



FIELDS

As part of a combined effort by IDG Newsletters and PC World to establish a presence on the Microsoft Network, Scott Fields, editor of IDG Newsletters' *Do It With Microsoft Publisher*, will host a design discussion on the Microsoft Publisher forum. The discussions will take place the second Thursday of every month, beginning on Sept. 14, from 9 to 10 p.m. EST.

Microsoft's Publisher forum provides a venue for users of Microsoft's desktop publishing program, Publisher, to have questions answered, download templates and discuss the "virtues and vices" of the application with users and developers, Fields said.

Fields will start the discussions with a few tips and techniques for using Publisher, field questions about graphic design in general, and then allow the forum to take its own direction, based on the questions and comments from subscribers.

"This online presence not only gives our newsletter some great publicity but also provides very valuable content for the Publisher group at MS and the MSN service at large," said IDG Newsletters Editorial Director Jim Welp.

The Publisher forum can be accessed on MSN at: go MSNPub. Scott Field's user name on MSN is: DIWP_editor.

The online addresses for *PC World* and *Multimedia World* are as follows:

PC WORLD
MSN: go PCWORLD
Web: http://www.pcworld.com
America Online: keyword PCWORLD
CompuServe: go PCWORLD
Prodigy: jump PCWORLD

MULTIMEDIA WORLD
MSN: go MULTIMEDIAWORLD
Web: http://www.mmworld.com
America Online: keyword MULTIMEDIA WORLD
Prodigy: jump MULTIMEDIAWORLD

CELEBRATING 10

Wes Nihei

HOME: San Francisco

JOINED IDG: February 1983 as editorial assistant at *PC World.*

CURRENT TITLE: Editor-in-chief of *GamePro Magazine*.

MOST CHALLENGING PART OF YOUR JOB: Making smart decisions to help the *GamePro* editorial staff keep up with the continually changing landscape of the video game/electronic entertainment industry...and finding time to play all the new video games.

DID YOU THINK YOU'D BE HERE 10 YEARS? No way, Jose. In fact, after I left *PC World*, I thought I'd had enough of publishing altogether. Then the *IDG World Update* turned me on to *GamePro*. Coming here was one of the best (luckiest) decisions I've made in recent history. Thank you, with all my heart, LeeAnne McDermott.

JOINED IDG BECAUSE: It was 1983 and I wanted to learn more about this outrageous-sounding gizmo called a personal computer. I saw a *PC World* employment ad in the paper, and I thought, "Perfect!" Thank you, Cindy Brown.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS: They lock me up every night. Also, I'm fascinated by publishing (actually writing and editing) and electronic information technology.

INTERESTS OUTSIDE THE OFFICE: I get great satisfaction from the too-little time I am able to devote to volunteer work. I particularly enjoy my involvement with Kimochi Inc., which provides social services for Japanese American senior citizens. Also, I like to help organize the Nihonmachi Street Fair every summer (this past was the 22nd annual), which benefits Asian American social services, artisans, and musicians in the San Francisco Bay Area.

IDG CHAIRMAN PAT McGOVERN AND GAMEPRO'S WES NIHEI *attempt to avoid recognition during a recent dinner in celebration of the latter's 10th anniversary with IDG.*

MOST REWARDING THING YOU'VE EVER DONE: Raising my seven-year-old son, Max, with my wife, Lynn, is continuously rewarding.

FANTASY JOB: Chief UFO investigator for *Smithsonian Magazine.*

FIVE PEOPLE YOU'D INVITE TO DINNER: Pat McGovern, Musashi Miyamoto, Malcolm X, Siddhartha Gautama and Jesus Christ. Hopefully, one of them would pick up the tab.

MANAGER'S PROFILE: "Over the past five-plus years Wes has played a very important part in the success of *GamePro*. His recent promotion to editor-in-chief was proof positive of the outstanding contributions he has made to IFTW over the years!"

*- **John Rousseau**, publisher, GamePro Magazine*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 41 West Street, 7th floor, Boston, Mass. 02111 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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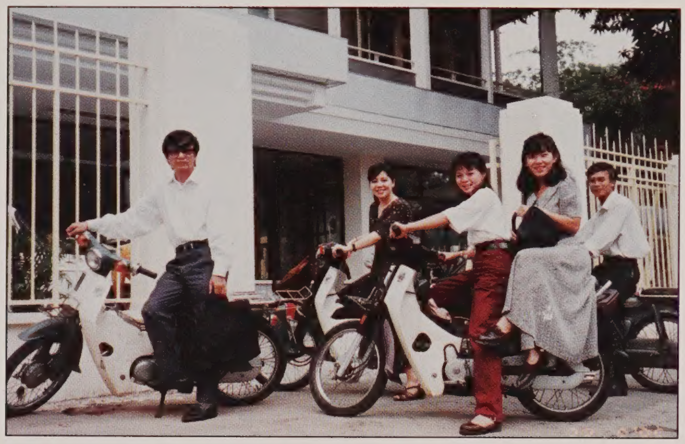


A Day in the Life of IDG

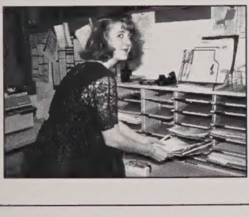
IDG Corporate Support Center • IDG 5 Speen Street • IDG Marketing Services U.S. • Active Media • CD Solutions • CIO • Connell Communications • Computerworld • Response Technologies • IDG Interactive Services Group • ExecuTrain • FCW Group • Infovision International Services • IDG Books Worldwide • IDG List Services • IDG Research Services • IDG International Publishing Services • Infotainment World • Infoworld • LINK Resources • Macworld • Network World • PC World • PC World Newsletters • SunWorld Online • IDG World Expo Germany • IDG World Expo Hong Kong • IDG World Expo Japan • IDG World Expo China • IDG World Expo Shenzhen • International Marketing Services • IMS Central Europe • IMS France • IMS Germany • IMS Hong Kong • IMS Japan • IMS Latin America • IMS Taiwan • IMS China • IDG Marketing Services Europe, Middle East and Africa • IDG Regional Sales Offices: Framingham, Atlanta, Chicago, Rochelle Park, N.J., Dallas, Irvine, Calif. • IDG Argentina • IDG Asia • IDG Australia • DWR Communications • IDG Austria • ZAO Komputerny Mir • Diligentia Business Press • IDG Brazil • Comunicacoes, Lazer e Cultura • IDG Bulgaria • Laurentian Technomedia • Publicaciones en Computacion Ltda. • Inviarco Ltda. • Trejos Hermanos Sucesores • IDG Czechoslovakia • IDG Denmark • Ediworld • Wafai & Associates • Oy Talentum AB • IDG France • IDG Germany • Medienberatung und Verlag Limbach GmbH • Delta Graph • Geniki Ekdotiki Typou • IDG Hong Kong • IDG Hungary • Media Transasia (India) Ltd. • PT Penerbitan Sarana Infomatika • PT Jawa Media Komputama • Computerscope • People and Computers • IDG Italy • IDG Japan • Macworld Japan • Nikkei Business Publications • Compunews Publishers • Hi Tech Information • Astor d.o.o. • IDG Malaysia • IDG Mexico • Today Media Group • IDG Netherlands • VNU

May 23, 1995.

Just an ordinary day in the life of an extraordinary company. Around the world, the 7,200 talented men and women that comprise the IDG family go about their daily routines. Journalists, analysts, art directors and sales reps, editors, business managers, copy editors and mail clerks, show managers, accountants, administrative assistants and IS specialists — hundreds of different jobs united in a single pursuit: to ensure that IDG remains the world's No. 1 provider of information on information technology. The mission takes many forms. In the Czech Republic, thousands have flocked to IDG World Expo/Europe's ComNet Prague. In Taipei, IDG News Service Correspondent Terho Uimonen works long into the night reporting a late-breaking page one story for *Computerworld Hong Kong*. Marketing and research staff from IDG's U.S. business units are gathered in Newport, R.I., for four days of intensive analysis and information sharing. All over the world phones are being answered, mail sorted, subscriptions filled and ads sold. This special issue of *IDG World Update* is intended to provide a window on the incredible variety of activities undertaken on behalf of IDG and its customers every day around the world. Enjoy!

NOTE: Most of the photographs contained on these pages were submitted by IDG employees from around the world. We have tried to give credit to all the photographers who contributed to this issue; however, in some cases we were unable to determine the photographer's name. The staff of IDG World Update would like to extend its heartfelt thanks to all the people — acknowledged and anonymous alike — who supplied us with the photographs and information that made this issue possible.

On the cover



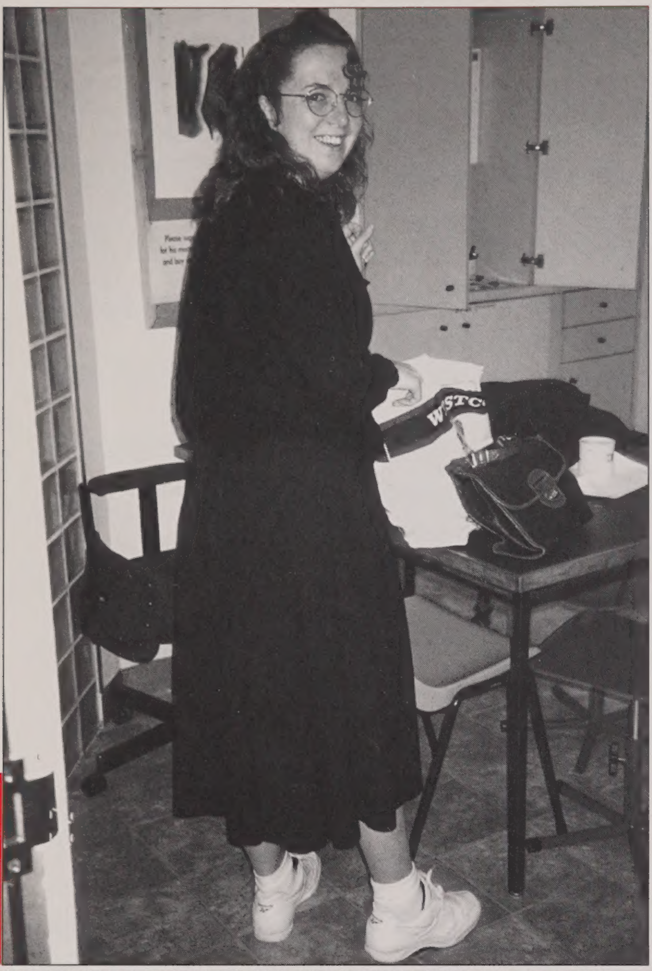
TOP LEFT: *Staff members from IDG's International Publishing Services celebrate the beautiful spring day with a lunch-time cruise aboard one of Boston's famed Swan Boats in the nearby Public Garden. Front row (center):* **Maureen Preble** *and* **Lisa Ryan***; second row:* **Jim Barattolo, Jennifer Bayon, Lisa Judd** *and* **David Hill***. Third row (center):* **Rebecca Sykes** *and* **Sara Mason***. Photographer:* **Stephanie Noyes***, assistant editor, IDG World Update.*

TOP RIGHT: *PC World Vietnam staff members arrive at the office. From left:* **Nguyen Trong***, publisher;* **Nguyen Thu Hong***, general manager;* **Doan Ngoc Diem Phuc***, secretary and her sister* **Doan Ngoc Diem Trang***, advertising manager; and* **Pham The Vinh***, designer. Photographer:* **Le Trung Viet***, chief editor.*

BOTTOM LEFT: **Stephanie Kreitner***, group operations coordinator at IDC West in Irvine, Calif., checks her mail. Photographer:* **Reneé Amadio***, operations manager.*

BOTTOM RIGHT: **Zsuzsanna Balogh***, distribution manager at IDG Hungary, takes a break atop of stack of PC-X magazines. Photographer:* **Gabor Csorba***, staff photographer.*

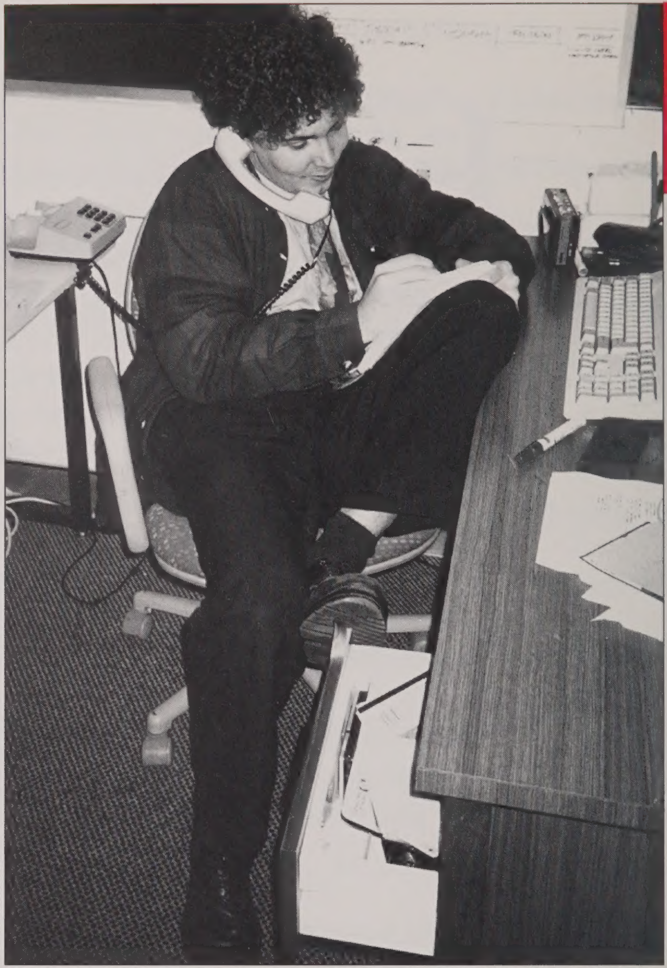
AUSTRALIA



STEVE IRELAND

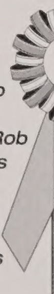
ACCOUNT EXECUTIVE AMANDA PATRICK ARRIVES AT WORK *ready to take the ball and run (note the sneakers!). Amanda works primarily in a telemarketing role and is famous around the IDG Australia office for her enthusiastic approach to life, the universe and everything.*

AUSTRALIA



STEVE IRELAND

"YOUNG GUN" PHILIP SIM JOINED IDG AUSTRALIA JUST OVER *a year ago, fresh out of university. Already one of IDG Australia's top reporters, and one of the sharpest in the country's IT industry, Phil ignores the photographer as he tracks down a hot story.*



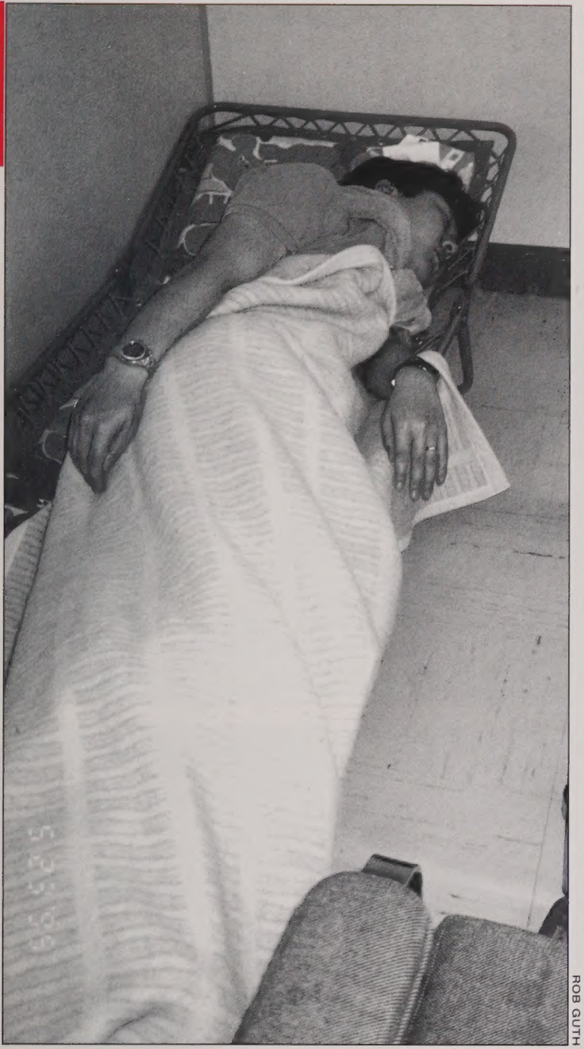
WINNER: TO/FROM WORK CATEGORY

JAPAN

KOZO HIRAMATSU

ROB GUTH, IDG *News Service Tokyo correspondent, bikes to his office at IDG Japan nearly every morning. Rob has been with the News Service for 1 1/2 years, covering the Japanese and other Asian-Pacific markets. The IDG News Service, a unit of IDG International Publishing Services, is headquartered in Boston and has bureaus in London, Paris, Munich, Brussels, Tapei and San Francisco, as well as Tokyo. Each week, more than 300 stories generated by correspondents and participating IDG publications are picked up by IDG newspapers and magazines around the world.*

JAPAN



ROB GUTH

EARLY ARRIVALS AT THE IDG JAPAN OFFICE IN TOKYO *must often tiptoe around the prone figure of* ***Naohito Kato****, WindowsWorld executive editor. While on deadline each month, Kato-san may spend up to 10 days and nights in a row at the office, grabbing a quick nap on the office cot when he can.*

IN THE HEADLINES

U.S. Microsoft EVP Resigns, Company Plans Major Reorganization

- IDG Japan's Computerworld Today

STEVE IRELAND

AUSTRALIA

ONE OF THE IDG OFFICES WHERE EACH NEW DAY FIRST DAWNS IS IDG *Australia. Now in her 12th year with IDG Australia,* ***Dorothy Adams*** *is second in charge of the company's Circulation Department. One of her many tasks is to supervise the distribution of IDG magazines to computer trade shows around Australia. In the early morning hours of May 23rd, this batch awaits shipment to the Brisbane PC Show.*

ROB GUTH

JAPAN

KOZO HIRAMATSU, COUNTRY MANAGER OF IDG JAPAN SINCE JULY 1992, *gets off to an early start, responding to his E-mail messages. As one of the office early birds, Hiramatsu-san is among the first IDG employees to see the sun rise each day. Employees at many Japanese companies work staggered shifts at the government's request in order to reduce rush hour congestion. While commuting is a major challenge for many IDG Japan employees, top honors go to Computerworld Today editors* ***Yoshi Matsurra****,* ***Jun Togashi*** *and* ***Yoshitomo Fukuda****, who, every day, travel almost two hours by train in each direction.*

CORAZON SOLIS

HONG KONG

IDG HONG KONG TRAFFIC *Manager* ***Karman Cheng*** *doesn't fight traffic on her way to work each day. Here, she and her son Ryan approach the gate at Discovery Bay to board the ferry boat for the 25-minute commute to Hong Kong Island. Few of IDG Hong Kong's 33 employees live on the island of Hong Kong itself, which is very expensive. Very tiny flats on Hong Kong Island start at US$1,500 per month, with an average rent falling between US$8,000 and US$14,000. Most live on Kowloon or on one of the many smaller islands — there are more than 250 that dot the harbor surrounding Hong Kong.*

IN THE HEADLINES

Intel Guilty of Intellectual Property Rights Violation

Taipei district court sentenced Intel to one count of IPR violation under criminal law in which the former Intel Taiwan President will be incarcerated for six months, or pay a monetary penalty to the plaintiff in the amount of NT$300 per day for six months. Intel is also being sued on a second count...

— *Computerworld Taiwan*

HONG KONG

GARY FUNG (LEFT), VICE PRESIDENT, IDG WORLD EXPO/ASIA, IDG CHAIRMAN ***Pat McGovern*** *and* ***Hugo Hsiung****, director, IDG Asia, look over a brochure for Computerworld Expo, slated for Jan. 31-Feb. 4, 1996, in Ho Chi Minh City. On this day, McGovern has begun a 10-day trip in the Asian/Pacific region and by day's end will have visited four separate IDG offices in Hong Kong and Shenzhen.*

ALLEN WU

TAIWAN

WordPerfect

ON ANY DAY, IN ANY IDG BUSINESS UNIT, PLANNING FOR THE FUTURE GOES ON. TODAY, *PC World Taiwan's editorial team meets to discuss coverage for the August issue. (Left to right):* ***Jennifer Wang****, publisher;* ***Loring Chen****, deputy editor-in-chief;* ***Jack Wang****, chairman, IDG Taiwan. A particular challenge faced by the staff at IDG Taiwan is the tendency for customers — and would-be customers — to request free services. Among the most frequently asked-for freebies are artwork, ad design, a month's worth of advertising and even entertainment. Notes Wang, "It is quite typical to take customers to a karaoke bar or nightclub at your expense. Establishing cordial relationships with clients is particularly important here because they rarely go through an agency to place ads, preferring instead to deal with us directly."*

CHINA

ELECTRONICS TODAY PUBLISHING CORP. EDITORIAL BOARD *Director **Zheng Wehao** enjoys an early morning swim at a local Beijing pool with the daughter of advertising department Director **Liu Yue Lam**.*

LIU YUE LAM

TAIWAN

IDG TAIWAN CONTROLLER SEAN CHANG, (LEFT) CHIEF *Accountant **Debbie Chang** and Accountant **Angela Hsieh** are spending some time this morning working out the kinks in the company's new invoicing system.*

ALLEN WU

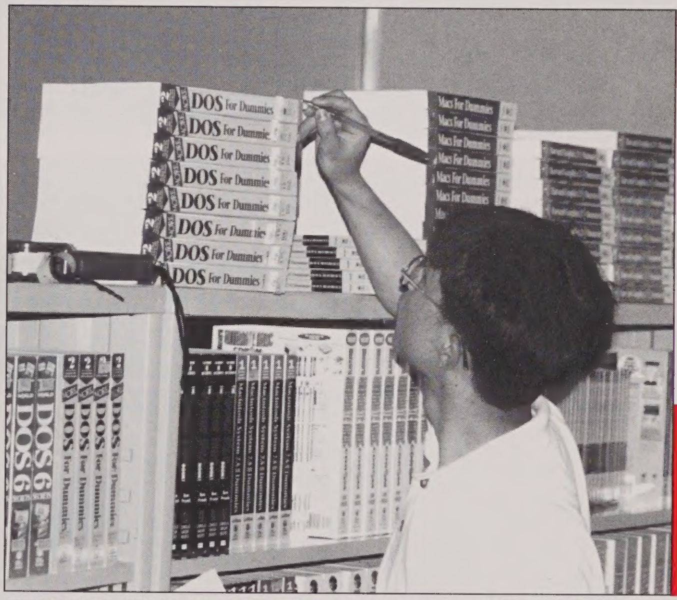
HONG KONG

COMPUTERWORLD / PCWORLD
FREE
PCWORLD
Computerworld
HONG KONG
STOP
&
PLAY

MICAELA ALMEIDA

ON THE DAY BEFORE HONG KONG COMPUTER EXPO '95 IS SET *to open for its annual four-day run, IDG Hong Kong staff have completed final preparations on the company's booth and await only the next day's crowds. The country's largest IT show, Hong Kong Computer Expo was established in 1984, and IDG Hong Kong has been a loyal exhibitor for all 12 years.*

HONG KONG



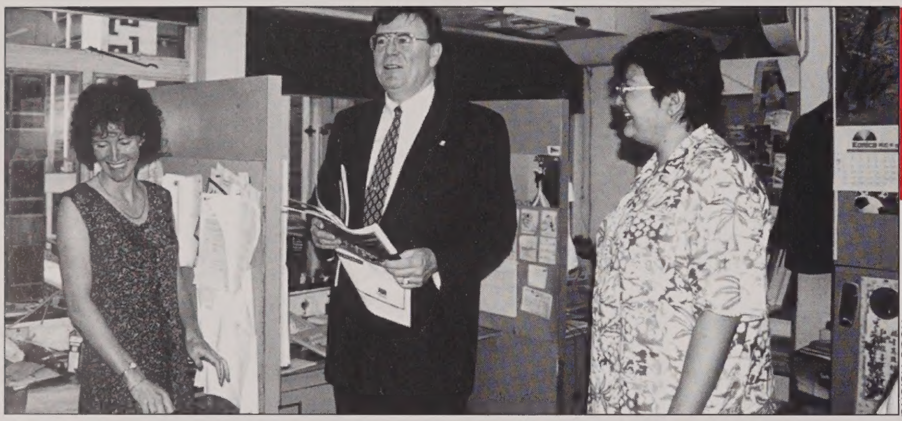
MICAELA ALMEIDA

IDG HONG KONG CIRCULATION ASSISTANT DAVID WU PUTS THE *finishing touches on the company's display of IDG Books titles at its Computer Expo '95 booth. IDG Hong Kong acts as an agent for IDG Books and generally sells close to 500 books at the show. According to Co-Managing Director **Melvyn Bennett**, the "Dummies" titles are less popular among local Chinese readers than other titles. "It's a perception problem with the word 'Dummies'," he notes.*

JAPAN

YORIKO TEJIMA

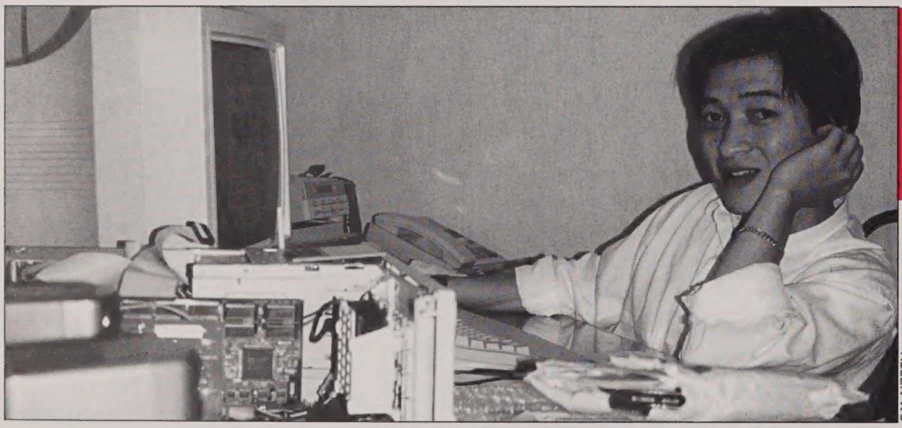
EXECUTIVE EDITOR AT *Computerworld Today and OpenWorld* ***Takumi Takahashi*** *(left) consults with IDG Japan Vice President* ***Shohei Nishida****. Computerworld Today, IDG Japan's daily online news service, claims most of the country's top hardware and software vendors, financial institutions, research companies and IT users as readers. Subscriptions cost US$2,000/year.*



HONG KONG

HUGO HSIUNG

ON ANY DAY IN THE LIFE OF IDG *nothing is more common than finding IDG Chairman* ***Pat McGovern*** *meeting with employees. Today, Computerworld Hong Kong Associate Editor* ***Anna Foley*** *responds to a compliment from McGovern as IDG Hong Kong Co-Managing Director* ***Micaela Almeida*** *looks on.*



TAIWAN

ALLEN WU

PC WORLD TAIWAN TECHNICAL *Editor* ***Willy Shen*** *hammers out the last testing report for the June issue of Test World. Test centers have sprung up in dozens of IDG business units around the world as customers' needs for objective product evaluations have increased.*

CHINA

SONG CUIZHU

CUSTOMER CONTACT IS A BIG *part of the day in any IDG company. Staff of China Infoworld hold a meeting with the division managers of Legend Computer Group Company where Editor-in-Chief* ***Li Chaoyun*** *talks about the publication and the importance of media in serving the enterprise.*

FYIDG

Office space planning is done a bit differently in Hong Kong where it is common practice to employ the services of a Feng Shui master to determine the most auspicious arrangement of people and furniture. Feng Shui, literally wind and water, is an ancient Chinese art that seeks to harmonize man's relationship to the land.

The Feng Shui master, who visits IDG Hong Kong's office once a year, determines the best placement for each department — where the finance department staff should be located to "best bring money into the company" and where the "bosses" should be located. He determines the best placement of desks, colors to be used or avoided, and where to place small gold statues and little bowls of water — all are considered critical to influencing the success of a company.

A small wooden carving of a water buffalo sits atop Co-Managing Director **Melvyn Bennett**'s desk, which is placed at a precise angle to the office door, on the advice of the Feng Shui master. And given IDG Hong Kong's 12 years of successful operation, who can argue?

IN THE HEADLINES

PowerPC to Increase AS/400's Appeal

SINGAPORE - IBM next month will be moving its entire AS/400 family of products to a 64-bit RISC design based on the PowerPC architecture. This will mean a great leap in processing power for the midrange computer, IBM officials said.

With this move to the PowerPC, IBM has said that over the next three years, it will take the...

- Computerworld Singapore

VIETNAM

LE TRUNG VIET

(FRONT TO BACK): PC WORLD VIETNAM GENERAL MANAGER/EDITOR NGUYEN THU HONG, *PCW Designer **Pham The Vinh**, Secretary **Doan Ngoc Diem Phuc** and Advertising Manager **Doan Ngoc Diem Trang** (standing) are all hard at work. The inaugural, 24-page issue of PCW Vietnam was published in November 1992. Circulation has increased from 2,000 to 16,000 copies.*

HONG KONG

HUGO HSIUNG

FOLLOWING HIS VISIT TO IDG HONG KONG, IDG CHAIRMAN PAT McGOVERN SHOOTS *across town to check in with the IDC Asian/Pacific Research Center: (Left to right): General Manager **Davis Blair**, IDG CFO **Gene Gartlan**, McGovern and **Dane Anderson**, senior analyst, PC Group.*

1ST FIRST

WINNER: HAVING LUNCH CATEGORY

VIETNAM

HÔM NAY
BÁNH TÔM
CHẢ CÁ
BÚN CHẢ
NEM CUA
BIA NƯỚC NGỌT
Giải khát
Các loại

PHAM THE VINH

WITH ONLY 10 EMPLOYEES RESPONSIBLE FOR GETTING THE PUBLICATION INTO THE *hands of eager readers each month, leisurely lunches are not a common occurrence around the Ho Chi Minh City-based office of PC World Vietnam. Here, Advertising Manager* ***Doan Ngoc Diem Trang*** *(left), General Manager* ***Nguyen Thu Hong*** *(center) and Chief Editor* ***Le Trung Viet*** *take advantage of a rare free moment to enjoy a lunch of rice noodles and spring rolls at a small restaurant near the office.*

JAPAN

ROB GUTH

A UNIVERSAL FEATURE OF IDG OFFICES IS THAT THEY ARE BUSY, AND OFTEN THERE IS *no time to leave the building for lunch. Here,* ***Yumiko Osima*** *(left), assistant at WindowsWorld, and* ***Atsushi Machino****, WindowsWorld sales manager, break for a quick lunch in the conference room at IDG Japan.*

HONG KONG

HUGO HSIUNG

AS THE DAY MARCHES ON IN ASIA, SO *too do IDG Chairman* ***Pat McGovern*** *(front) and IDG CFO* ***Gene Gartlan.*** *Here, the two clear customs to cross the border from Hong Kong into Shenzhen where they will spend the afternoon visiting employees at IDG's office in this fast-growing special economic zone of China.*

FYIDG

In 1980, IDG signed its first joint venture with the Chinese Ministry of Electronics and Industry, thereby becoming the first U.S. company to establish a joint venture in the Peoples' Republic of China. The company, China Computerworld Publishing and Services Co., initially began by producing *China Computerworld*. Today, the unit also publishes *PC World China* and *Computer & Communication*.

WHILE THEIR U.S. COLLEAGUES *in San Francisco get ready for a good night's sleep, PC World Vietnam employees are already halfway through their day. In the hours after lunch, Designer* ***Pham The Vinh*** *(left) and Advertising Manager* ***Doan Ngoc Diem Trang*** *examine the first issues of PC World Vietnam as they roll off the presses at the print house.*

VIETNAM

LE TRUNG VIET

IDG CHAIRMAN PAT McGOVERN *(third from left), IDG Asia Director* ***Hugo Hsiung*** *(left) and IDG CFO* ***Gene Gartlan*** *(fifth from left), now at their fourth IDG office in the second country of the day, pose for a picture with employees at IDG Shenzhen. (Left to right): Hsiung;* ***Hou Yudong****, office manager, IDG Shenzhen; McGovern;* ***Tracey Zheng****, manager, Marketing Services, IDG Shenzhen; Gartlan;* ***Yan Jiyu****, COO, IDG Shenzhen;* ***Mr. Jiang****, Shenzhen manager, China Great Wall Electronics Exhibition Co. and* ***Quan Zhou****, associate director, IDG Asia.*

CHINA

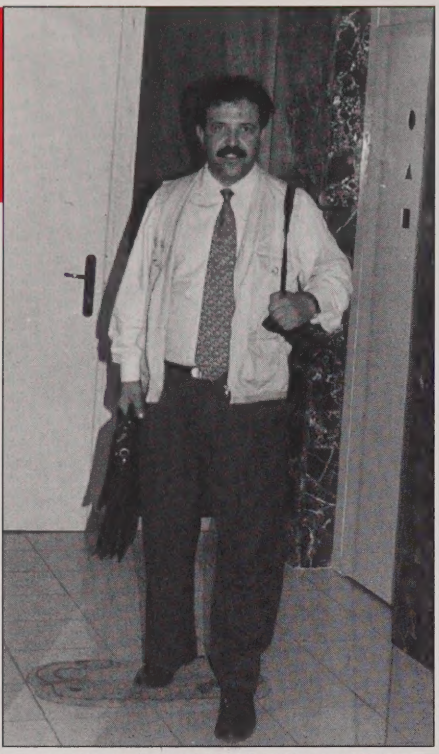
XIANFENG LI

IDG HONG KONG ADVERTISING SALES EXECUTIVE ***Matthew Tam*** *and Receptionist* ***Anna Tse*** *stop for lunch after which, they are off to order a fruit basket that will be a surprise birthday gift for IDG Hong Kong Co-Managing Director* ***Melvyn Bennett*** *whose birthday is May 24.*

HONG KONG

RAYMOND CHOW

TURKEY



ÜLFET ERGUN

IDG TURKEY ADMINISTRATION MANAGER *__Ugur Geylani__ is one of the first to arrive at the office this morning. Ugur has been with the company for six years and his responsibilities encompass all the administrative and social functions of the office — coordinating the daily route of the company's service car, organizing the schedules of the messengers, maintaining office equipment and acting as a liaison to the consulate and other Turkish officials.*

TAIWAN

ALLEN WU

WINDOWS WORLD TAIWAN CHIEF EDITOR LI-CHUAN LAN GOES OVER COPY FOR THE *July issue. Window World Taiwan launched in March 1994 as a quarterly publication and switched to a monthly frequency this January. Currently, there are seven people on staff.*

SOUTH AFRICA

KATHY GIBSON

AS THE DAY GETS UNDER WAY IN SOUTH AFRICA, COMPUTING S.A. EDITORIAL *Assistant __Anne Bayley__ (left) and Sales Executive __Sue Hershon__ consult their daily horoscope to see what this Tuesday has in store for them.*

IN THE HEADLINES

Government Backs Software Industry

The Hong Kong government has channelled nearly HK$5 million into an ongoing initiative to beef up the territory's lack-lustre software development industry.

Following a two-phase study of local companies and their needs, the Hong Kong Productivity Council (HKPC) is coordinating a project to provide education and practical help on software quality improvement.

While Hong Kong has as many as 500 commercial...

- Computerworld Hong Kong

WINNER: ON THE JOB CATEGORY

TURKEY

UGUR GEYLANI

PRODUCTION DEPARTMENT ASSEMBLER METIN SÖZÜER SPENDS THIS TUESDAY *morning laying out the next issue of PC World Turkey.*

HONG KONG

MICAELA ALMEIDA

IN ASIA, THE HECTIC PACE SOMETIMES TAKES ITS TOLL. AS THE WORKING DAY *winds down, IDG Hong Kong Receptionist* ***Anna Tse*** *helps Ad Sales Executive* ***Matthew Tam*** *find a cure for what ails him.*

SOUTH AFRICA

KATHY GIBSON

JOY CAPON (LEFT), SUB-EDITOR AT *Computing S.A., and Production Assistant* ***Evelyn Nkutha*** *select photos for an upcoming issue. Computing S.A. is a weekly Computerworld-type tabloid published by IDG's South African licensee, IT Media.*

FYIDG

A surprisingly large portion of the world reported warm and sunny weather on May 23. But the vast majority of IDG folks live in the Northern hemisphere and forget that what was early summer for them was early winter for those living south of the equator. *Computing S.A.* Editor **Kathy Gibson** in Johannesburg, for instance, reported that May 23 was "clear and cold — a typical winter's day on the highveldt."

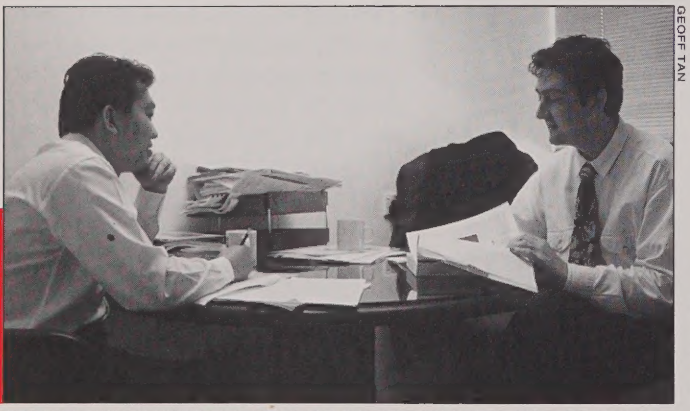
WINNER: TAKING A BREAK CATEGORY

HUNGARY

GABOR CSORBA

COMPUTERWORLD HUNGARY DEPUTY EDITOR-IN-CHIEF LASZLO TIHANYI STOPS FOR A CUP OF TEA BETWEEN INTERVIEWS.

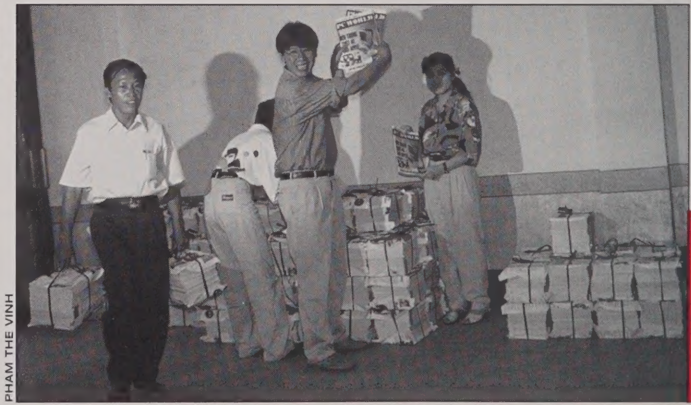
SINGAPORE



GEOFF TAN

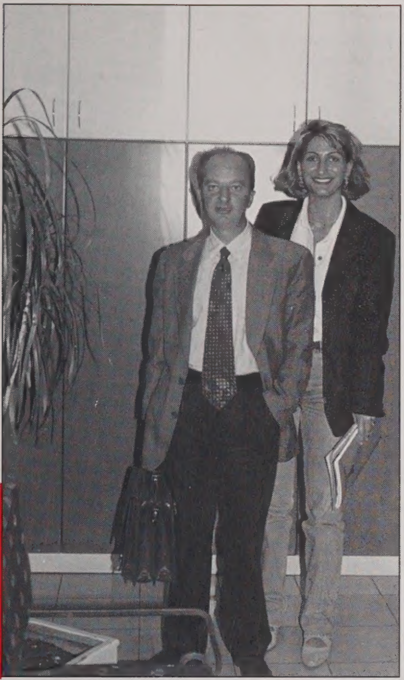
AS THE DAY DRAWS TO A CLOSE IN THE PACIFIC RIM, JIMMY YU *(left), director of International Marketing for IDG Singapore and* ***Tim Wilson****, IDG Singapore managing director, are immersed in a discussion of the company's FY96 business plan. Originally launched as a branch of IDG Hong Kong, IDG Singapore was broken out as an independent business unit on April 1, 1994.*

VIETNAM



PHAM THE VINH

HOT OFF THE PRESS! CHIEF EDITOR LE TRUNG VIET HOLDS UP A *copy of the June issue of PC World Vietnam, which has just arrived from the print house, while General Manager* ***Nguyen Thu Hong*** *(right) begins the distribution process. Forty percent of PC World Vietnam's current circulation of 16,000 are paid subscriptions. The company uses couriers to deliver the magazines to subscribers in Ho Chi Minh City and Hanoi.*



TURKEY

UGUR GEYLANI

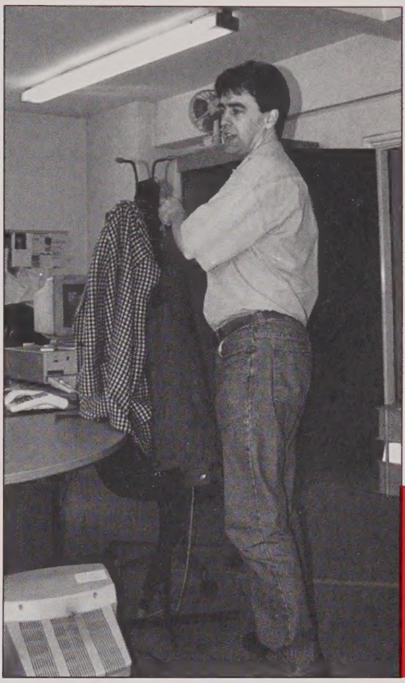
MARKETING MANAGER *for IDG Turkey **Ömer Ergun** leads client Gamze Sulun from Yagmur Bilgi Islem, into his office.*

FYIDG

Established in 1988, IDG's Turkish joint publishing partner, IDG/UFT, employs 59 people and publishes *PC World*, *Macworld* and *Computerworld* titles. In addition, it offers a book series, entitled *Who is Afraid of...* and contributes several pages of IT news to the Turkish daily *Hürriyet*.

AS THE DAY BEGINS IN *the U.K., **John Gilsenan**, consulting anaylst for IDC U.K., arrives at work and settles in.*

MERYL SALTER



U.K.

ULF LÖÖKE

SWEDEN

"NOT ANOTHER QUESTION ABOUT THE LAYOUT!" EXCLAIMS MACWORLD SWEDEN EDITOR-IN-CHIEF NICKLAS MATTSON AS ***Lisa Nilsson**, graphic designer for IDG Sweden, approaches.*

UGUR GEYLANI

TURKEY

EACH DAY, *Hanim Akyüz* *is responsible for preparing lunch for the almost 60 members of the IDG/UFT office in Turkey. Here, she awaits the lunch rush.*

ISRAEL

MOSHE SHALEV

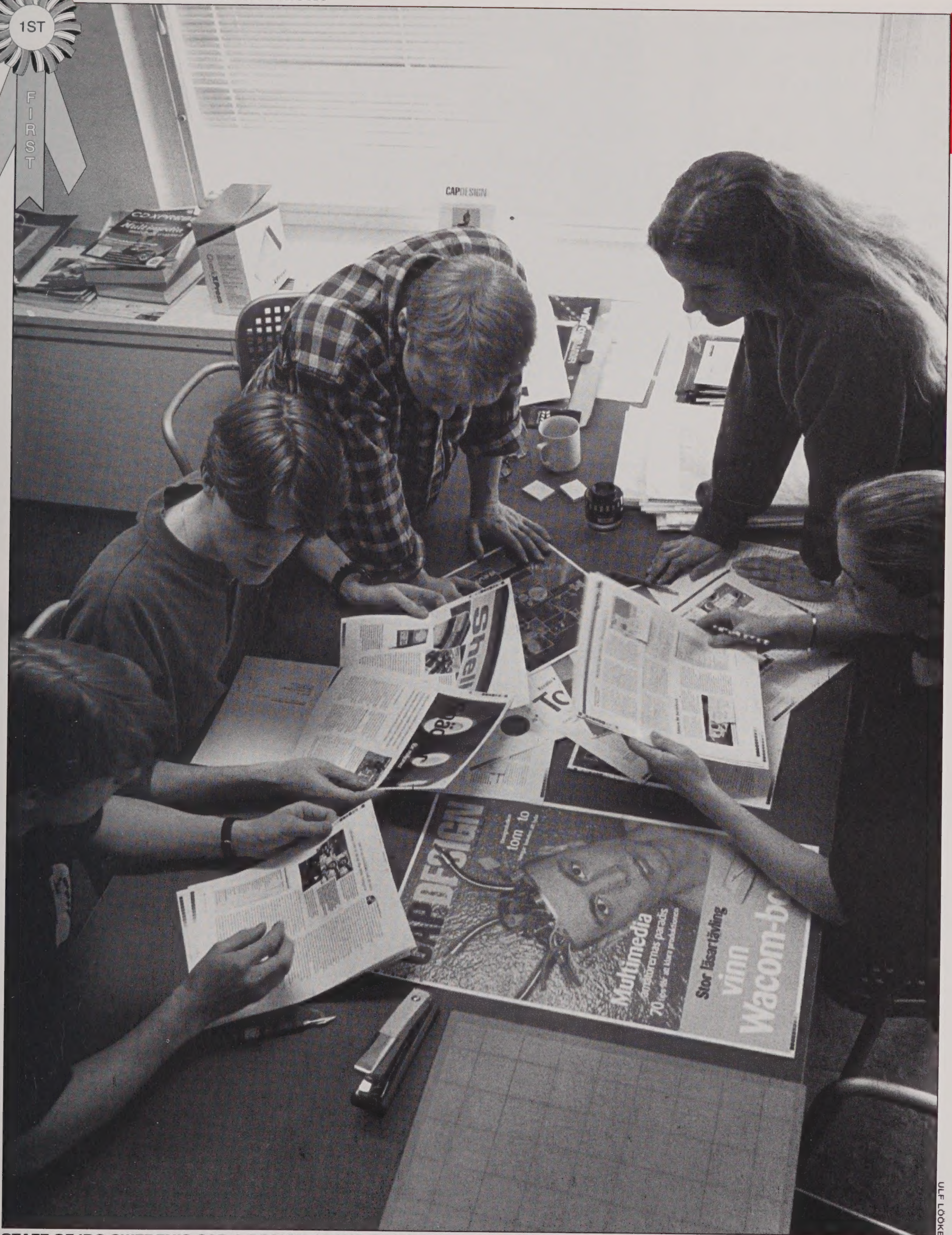
THE RECEPTION *staff of People & Computers, IDG's Israeli licensee in Tel Aviv, (left to right): **Ilanit Elias**, **Ronit Yanitzky** and **Shahar Hollander** collect money for a colleague's birthday party.*

TURKEY

BANU DOGAN

EMPLOYEES *at IDG Turkey enjoy conversation over lunch. (Left to right): Research Department Assistant **Ayse Yetmen**, Macworld Designer **Filiz Ormanci**, Marketing Department Designer **Neslihan Büyükbay** and CW Monitör Editor **Ayhan Sevgi**.*

WINNER: MEETING CATEGORY


CAPDESIGN
CAP DESIGN
Multimedia
Stor läsartävling
vinn Wacom-b

ULF LÖÖKE

STAFF OF IDG SWEDEN'S CAP & DESIGN SPEND THE EARLY AFTERNOON LOOKING OVER THE STORY BOARD FOR THE *upcoming issue. (Left-right):* ***Jonas Nilsson****, technical editor-in-chief;* ***Mats Öhman****, illustrator;* ***Magnus Lindgren****, art director;* ***Ida Höqvist****, illustrator and* ***Rebecka Lindberg****, editor-in-chief.*

IN THE HEADLINES

Compaq Prepares Attack on Market with Proliant 4500 Multiprocessor Server

Compaq is no longer satisfied with its status as a leading PC vendor. Although No. 1 in the desktop and PC server markets, the company occupies "only" the fourth place in the overall market after IBM, Hewlett-Packard and Digital Equipment. Enterprisewide application servers have been diagnosed as an especially weak point. Minicomputers still prevail in this market...

- Computerworld Schweiz

DENMARK

METTE LAUTRUP

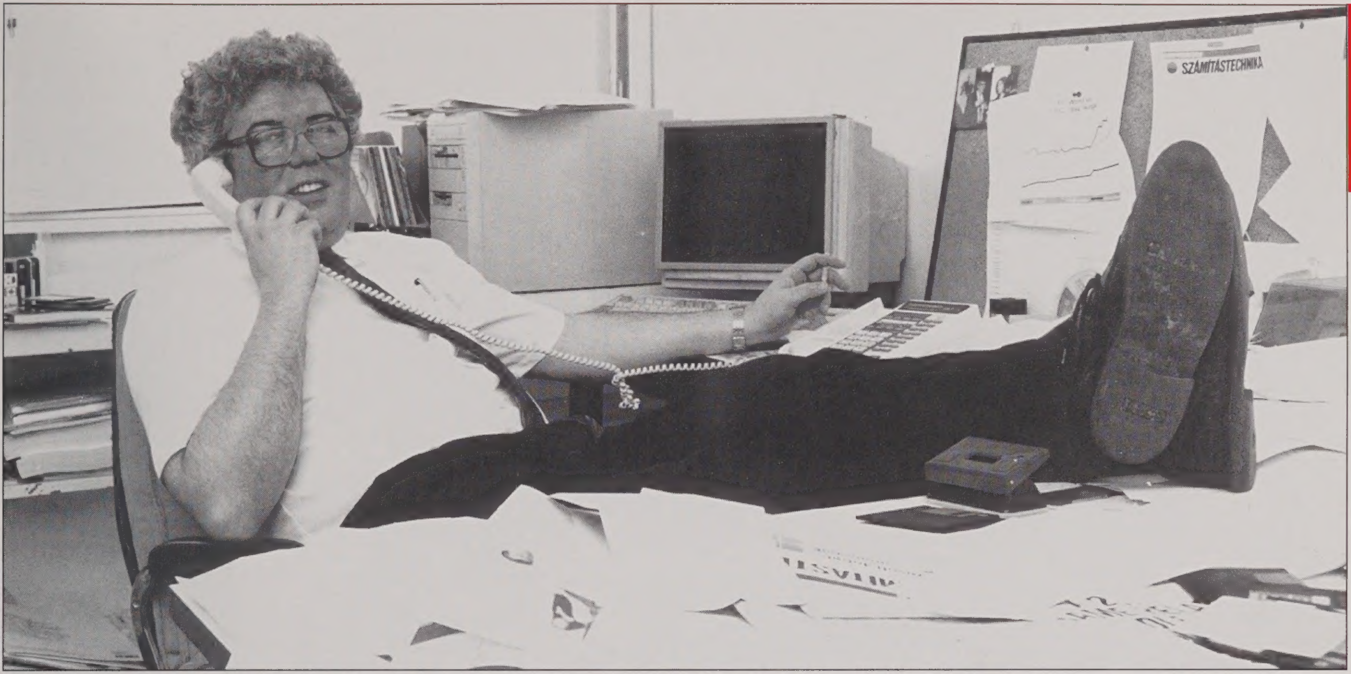
IN JANUARY 1991 IDG DENMARK SET UP A CAFETERIA FOR ITS 93 EMPLOYEES. ***Liselotte Nielsen*** *and* ***Janni Øgaard Madsen*** *prepare a variety of foods for lunch. The operation is subsidized by the company so that employees can eat there at minimal cost. This in-house setting fosters interaction between staff members that do not have the chance to interact in the normal course of the day. Above, Nielsen lays out today's lunch offerings while IDG Denmark WebMaster* ***Torben Sørensen*** *makes his selection.*

HUNGARY

GABOR CSORBA

MIKLOS HORVATH, COMPUTERWORLD HUNGARY EXECUTIVE EDITOR, STOPS FOR A QUICK BYTE!

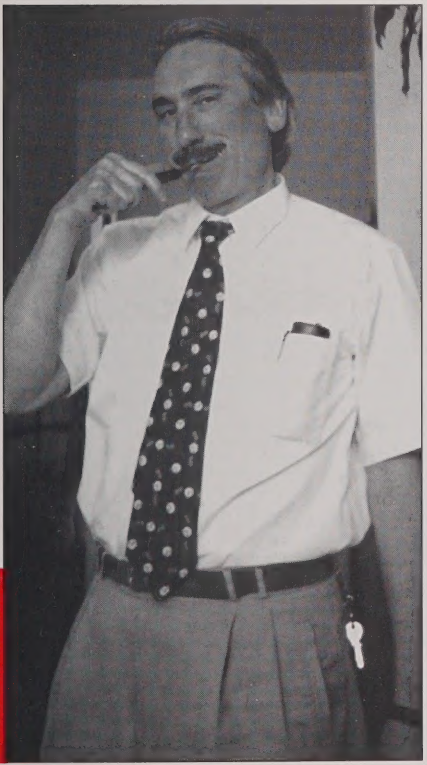
HUNGARY



GABOR CSORBA

SANDOR MESTER TAKES A RELAXED — BUT EFFECTIVE — APPROACH TO HIS DUTIES AS EDITOR-IN-CHIEF OF COMPUTERWORLD *and PC World Hungary. Both publications are the undisputed leaders in their respective markets, with Computerworld having held that title for the past 10 consecutive years; PC World has laid claim to the spot since 1994.*

SWITZERLAND



URS FLÜCKINGER

WHILE IDG SWITZERLAND GENERAL *Manager* ***Gebhard Osterwalder*** *brushes up following lunch...*

FYIDG

IDG Switzerland may be the most international unit in all of IDG. Some 25% of the staff come from seven different countries. But with the staff of IDG Switzerland, forget about all your stereotypes:

- **Susanne Zihlmann**, circulation manager, is from Bavaria, but she does not like beer!
- **Liana Tatka**, recruitment sales manager is from the former Czechoslovakia, but she won't eat knoedel!
- **Elfi Kuenzel**, financial manager, is from Austria, but won't touch Wiener schnitzel!
- **Jens Stark**, a *Computerworld* editor, is from Germany but doesn't like sauerkraut!
- **Manfred Weise**, another *CW* editor, is also from Germany but does not like wuerstel (sausages)!
- **Stephanie Fleckstein**, *CW* layout editor, is also from Germany, but she is a vegetarian!
- **Gina Steinmann** is from Egypt, but she doesn't eat couscous!
- **Antonella Gasperetto**, assistant to the general manager, hails from Italy, but does not like pizza!

GERMANY

MICHAEL FRETER

...IDG COMMUNICATIONS VERLAG AG *Publisher* ***Ralph Peter Rauchfuss*** *uses his lunch hour to brush up on his putting.*

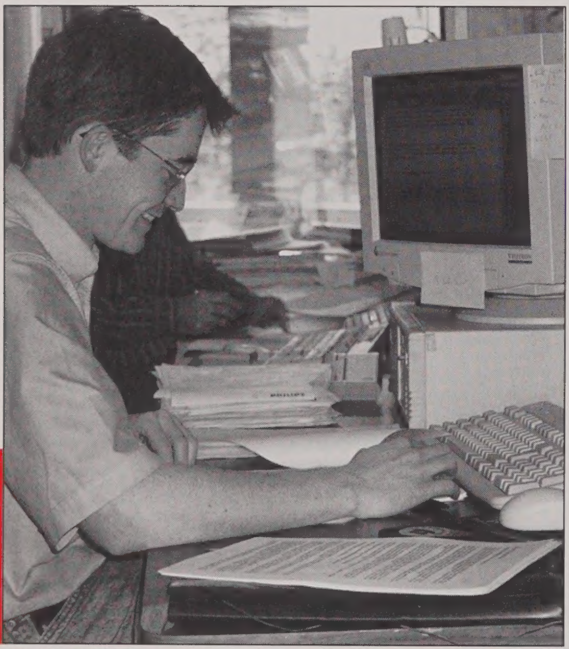
HUNGARY

Képolvasók CCD-vel,
levilágítók lemezzel

GABOR CSORBA

GRAPHIC DESIGNERS LASZLO VARGA (LEFT) AND KAROLY POKUTA SHOW OFF THEIR LATEST WORK-IN-PROGRESS, NEXT WEEK'S *issue of Computerworld Szamitastechnika.*

FRANCE



MARC FERRANTI

CYRIL DHÉNIN, AN INTERN AT IDG FRANCE, *coordinates Le Monde Informatique Quotidien — launched in 1994 as an online daily news feed that is accessible over the Minitel, France Telecom's online service. The LMI service provides breaking information about the IT market — covering technology, business and people — around the world.*

FRANCE

MARC FERRANTI

IDG NEWS SERVICE PARIS CORRESPONDENT CARA CUNNINGHAM *logs into her Lotus Notes mail to touch base with Munich Correspondent* ***Torsten Busse****. Cara signed on as Boston correspondent for the News Service in 1992 and in 1994 moved to Paris where she works with Bureau Chief* ***Marc Ferranti****. Cara covers the European IT market and files between 10 and 15 stories a week.*

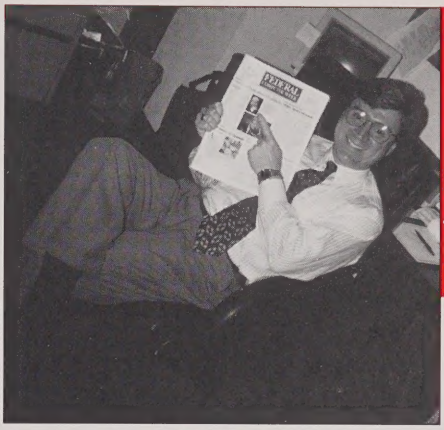
CZECH REPUBLIC

COMNET PRAGUE'95
22 - 24 května 1995

JOERG EVERS

ORGANIZED BY IDG WORLD EXPO/EUROPE, COMNET PRAGUE '95 ATTRACTED *12,800 attendees and 120 exhibitors. This year's program expanded beyond telecommunications to include networking technologies. The conference portion of the show, now in its third year, featured 250 telecom/networking experts who shared know-how and opinions.*

FALLS CHURCH, VA



FRANCES VINSON

STEVE VITO, ASSOCIATE PUBLISHER, *Federal Computer Week, shows off a copy of his award-winning publication, voted by Folio magazine as "Best Government Publication."*

IN THE HEADLINES

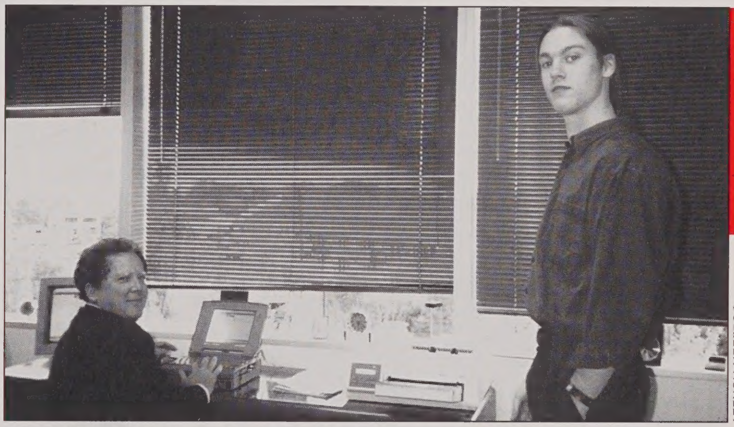
Cisco Announces APPN Router Software in Europe

PARIS - Following a similar announcement in the U.S. last week, Cisco Systems Inc.'s European division today released pricing and availability information for new router software that will use IBM's Advanced Peer-to-Peer Network (APPN) specification.

During the third quarter, Cisco will deliver APPN functionality with its family of multiprotocol routers, said Gerard Rousset...

- IDG News Service, Paris Bureau

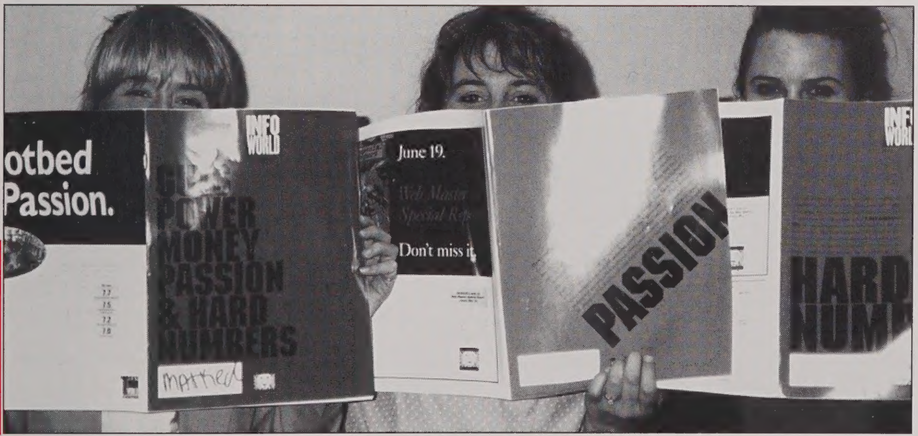
FRAMINGHAM



COLLEEN HURLEY

CD SOLUTIONS PRESIDENT PAUL EARL (LEFT) AND TECHNICAL *Support Specialist* ***Drew Celley*** *start off their day with a preview of the company's Home Page, which is scheduled to premiere in September. Users will be able to access the Internet site at http://www.cdsolutions.com/cdsolutions/*

FRAMINGHAM



PAT SIMS

UNDER WRAPS! (FROM LEFT): INFOWORLD ACCOUNT MANAGER STACIA BURKE, SALES *Administration Manager* ***Lisa Hilton*** *and Account Manager* ***Jennifer London*** *display three of the IW cover wraps that are part of an ongoing campaign that began in March. The bold, colorful wraps have generated tremendous response from advertisers.*

DENMARK

MAGDALENA AXELSEN

METTE LAUTRUP, WHO CELEBRATED HER *12th anniversary with IDG Denmark just a few weeks ago, serves as secretary to IDG Denmark Managing Director* ***Preben Engell****.*

IN THE HEADLINES

Delphi Soft to Serve as Master Distributor for Borland

Borland has a new partner in Hungary. Delphi Soft, a business venture owned by local private investors, will act as a master distributor of Borland products. That means that the company will work as the main partner of Borland in Hungary, just like a local subsidiary would, supporting companies of the the distribution chain as well as providing support for big enterprise customers.

Borland East European Regional Manager Lauren Kelley told *Computerworld Szamitastechnika* that Delphi Soft was expected to boost sales of Borland products in Hungary. The U.S. software house will provide Delphi Soft with all the ...

- *CW Szamitastechnika*

U.K.

LORELLA FABIANO, *channels research assistant for the European Channels and Distributions Expertise Center and* ***Rosana Colombo****, research assistant for the European IT Market Expertise Center, step outside their non-smoking IDC U.K. office for a cigarette. Located in Chiswick, near London, the office may well qualify as one of the most historic occupied by an IDG business unit. Built prior to 1840, it is "listed" with the English Heritage historical society, which seeks to ensure the preservation of historic buildings throughout the U.K.*

MERYL SALTER

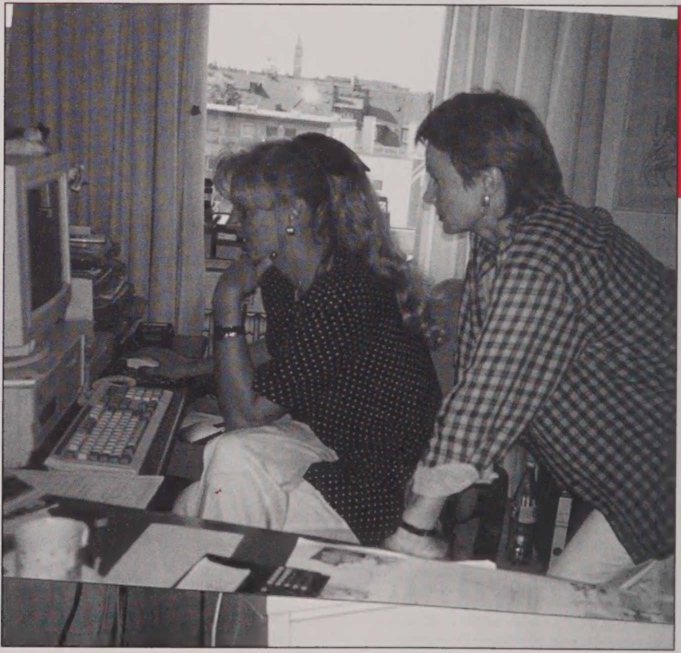
FRANCE

CHANTIER
INTERDIT
AU PUBLIC
3Com
FOR A MORE SECURE FUTURE
I ♥ ARCNET

MARC FERRANTI

EDITOR FRANCOIS LAMBEL WELCOMES GUESTS TO HIS OFFICE *at Le Monde Informatique, though a sign on the door warns would-be beggars to try another office!*

GERMANY

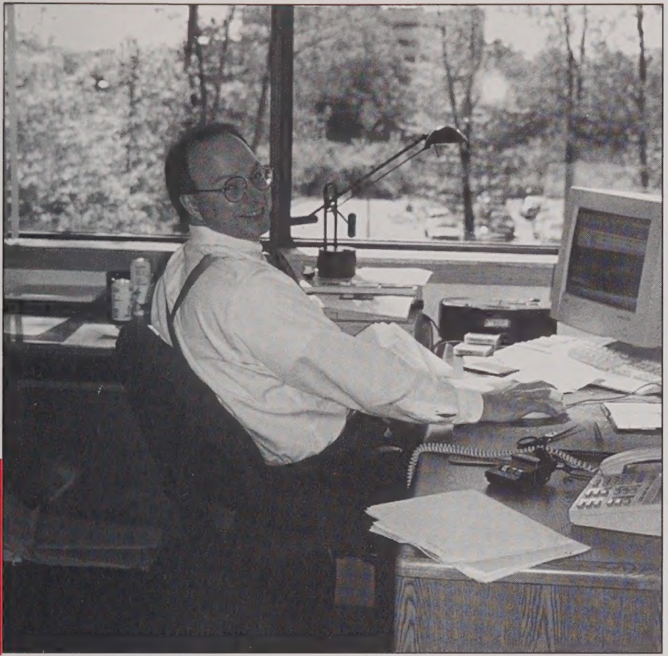


INGRID HOLZBAUER

INGRID KURZ (SITTING), ASSISTANT TO COMPUTERWOCHE *Publisher* ***Ralph Peter Rauchfuss*** *and* ***Tina Ölschlager****, international advertising sales manager, IMS Germany go over a report.*

PIPER FOWLER

FRAMINGHAM



MICHAEL NEECE, VP/RESOURCE AND DEVELOPMENT, *IDG Corporate Human Resources, responds to the barrage of E-mail messages received this morning.*

SWEDEN

CORPORATE COMPUTING EDITOR FREDRIK LANDERGREN (LEFT) *and Editor-in-Chief* ***Johan Rönn*** *go over a last-minute change. They are among the 180 employees at IDG's Swedish subsidiary, which is celebrating its 10th anniversary this year.*

IN THE HEADLINES

Beijing Calls for Halt on Call-Back Services to U.S.

SHANGHAI - China's Ministry of Posts and Telecommunications late last week declared that it is the sole international telecommunications operator in China and called for a ban on all companies and individuals engaged in such operations.

The announcement, which was published in the Chinese-language *People's Daily* as well as the English-language *China Daily*, was targeted at companies promoting so-called call-back services in China.

Call-back services let callers access U.S. phone lines — and thus U.S. rates, which are significantly lower than China's official rates for calling overseas. Sources here said that the ban is unlikely to have any effect on calling-card services that are available in China from operators such as AT&T and Hongkong Telecom.

Rather, the announcement is aimed ...

- IDG News Service, Taipei Bureau

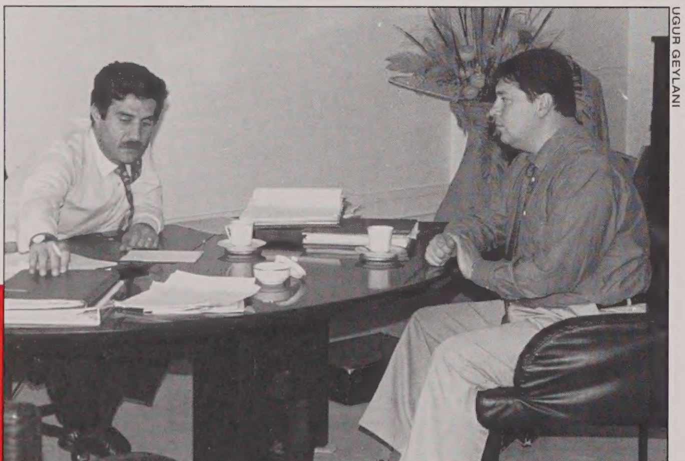
IT'S 9:30 P.M. AND *the end of a long — but not atypical — day for IDG Hong Kong Circulation Manager* ***Teresa Lui.*** *Lui and her staff work well into the evening at least once a week, even coming in on Saturday when the work really begins to pile up.*

MICAELA ALMEIDA

HONG KONG

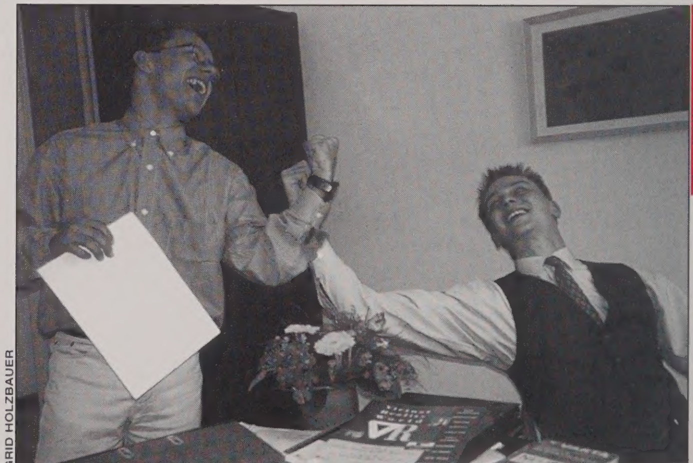
ULF LÖÖKE

IDG SWEDEN SWITCHBOARD OPERATORS THERES HANSSON (LEFT) AND MARCIA ANDERSSON SHARE A LAUGH BETWEEN CALLS.



UGUR GEYLANI

IDG TURKEY GENERAL MANAGER MEHMET ALI ALTACA (LEFT) *meets with* ***Audogan Özuan****, editor-in-chief of PC World Türikye and Computerworld Monitör.*

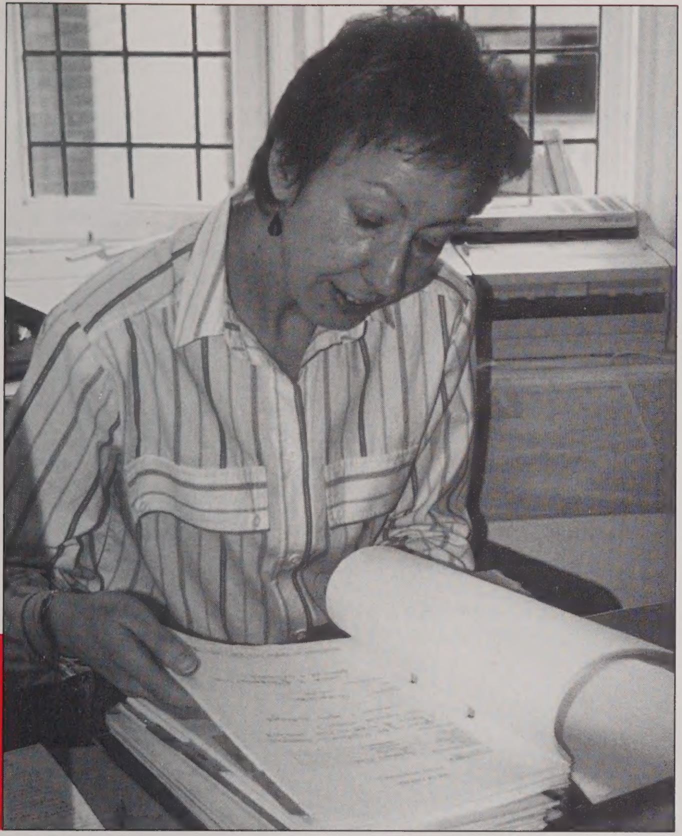


INGRID HOLZBAUER

GERHARD MITTMAN, MARKETING FREELANCER, (LEFT) AND ***Daniel Maier****, Computerwoche marketing manager, clown for the camera.*

MERYL SALTER

U.K.



SEVENTEEN-YEAR IDC U.K. VETERAN SHIRLEY HORROCKS IS *the company's human resources and services manager. In addition, she serves as quality manager, ensuring that the company meets the specific requirements of the ISO 9001 Quality Registration it obtained in June 1994. Shirley makes monthly audits of the departments at IDC U.K. to monitor the design, development, marketing and supply of their products.*

PENNY WINN

FRAMINGHAM

NTERNATIONAL DAT
WELCOMES

"GOOD MORNING, IDG. MAY I HELP YOU?" CALLERS TO IDG'S 5 *Speen street offices in Framingham are greeted by Receptionist* ***Phyllis Borden*** *(above) and her colleague* ***Harriet Karas****. During peak calling hours, the pair may route up to 500 calls an hour.*

URS FLÜCKINGER

SWITZERLAND

COCO RETURNS FROM A MID-AFTERNOON WALK AT THE LAKE *with master* ***Martin Meier****, editor-in-chief of Computerworld Schweiz.*

INGRID HOLZBAUER

GERMANY

COMPUTER
BUSINESS
Wochenzeitung für den High-Tech-Markt
Nicht die Butter vom Brot nehmen lassen
IDG

AS THE DAY WINDS DOWN IN MUNICH, MICHAEL FRETER (LEFT), *assistant to Computerwoche Publisher* ***Ralph Peter Rauchfuss****, and* ***Daniel Maier****, Computerwoche marketing manager, take refuge.*

FRANCE

MARC FERRANTI

JACQUES TILLIER, PUBLISHER OF INFOPC AND *Golden, and **Patricia Poupaert**, director of Le Monde Informatique spend part of Tuesday afternoon in a meeting.*

FRAMINGHAM

PAT SIMS

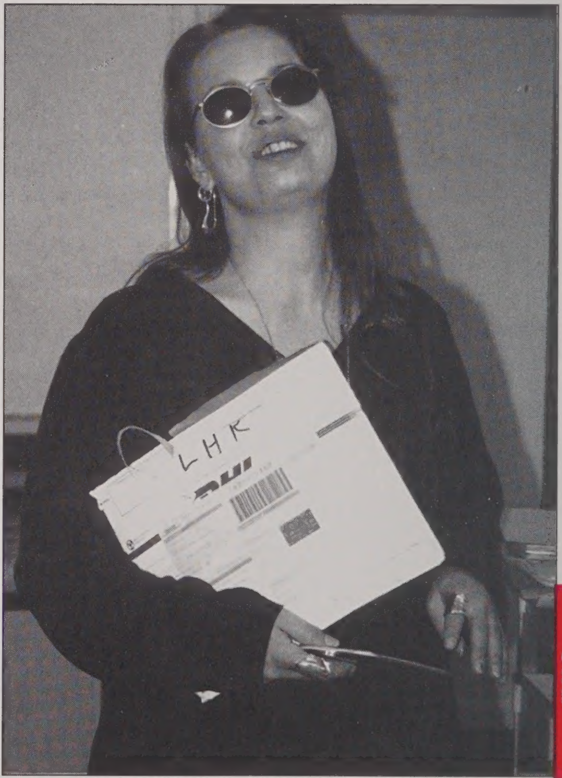
AMONG THE OFFICE'S EARLIEST ARRIVALS ON THIS DAY, LIST SERVICES *Sales and Marketing Coordinator **Lisa Golden** and Sales Account Executive **Dan Chupka** handle preparations for that all-important first pot of coffee.*

ISRAEL

MOSHE SHALEV

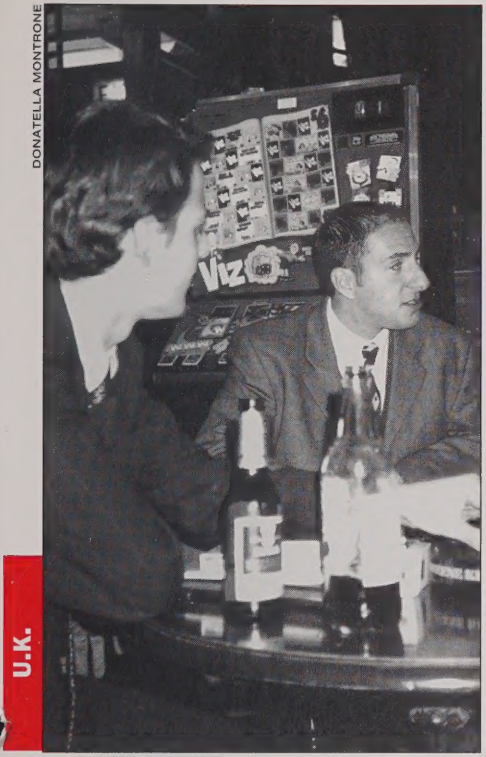
PEOPLE AND COMPUTERS GENERAL MANAGER ISRAEL "PELI" PELLED *(left) greets guests to his Tel Aviv office from Israel's MLL Computers, Baruch Vardi and Arie Shemesh.*

U.K.



MERYL SALTER

IDC U.K. ACCOUNT MANAGER CLAUDIA JACHTMANN *prepares to call it a day.*

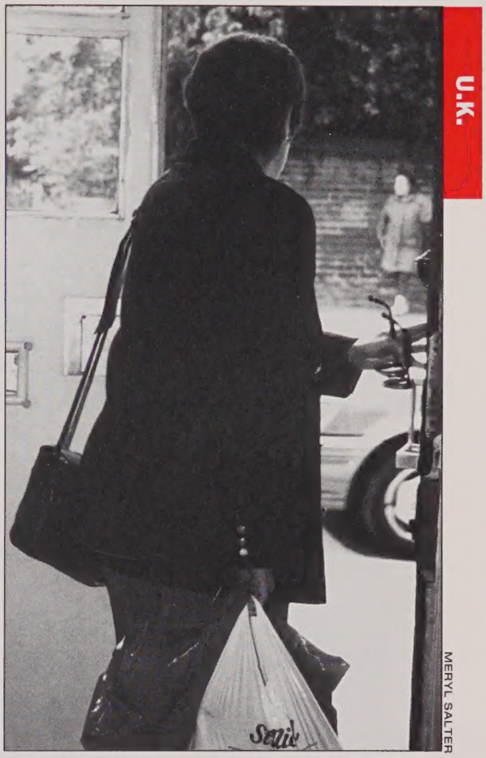


DONATELLA MONTRONE

IDG MEDIA STAFF WIND DOWN AT A *local pub after work. (Left to right):* ***Alex Raubitschek****, senior sales executive, Mac Action and* ***Mustafa Mustafa****, senior sales executive, Macworld.*

MARC FERRANTI

IDG FRANCE RECEPTIONISTS FABIENNE ***Valet*** *(L) and* ***Kateline Renaudin****.*



MERYL SALTER

AS EVENING APPROACHES IN LONDON, ***Irene Ford****, assistant to IDC U.K. managing director* ***Keith Henry****, and client services administrator and official "jack-of-all-trades," heads home.*

IN THE HEADLINES

Tivoli Sets Up European Organization

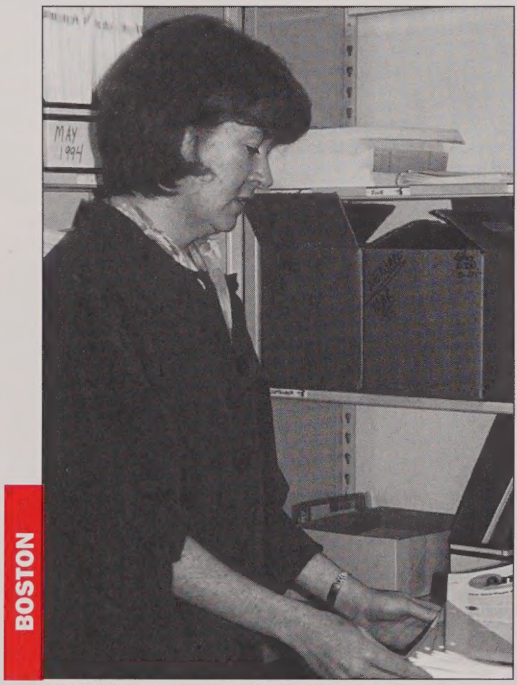
LONDON - Tivoli Systems Inc. has set up its own organization in Europe to handle sales in specific markets for its client/server systems management products. Tivoli, which previously had dealt only through resellers, has opened a U.K. office in London and set up a European technical center in Brussels.

It has also created four training centers, in the U.K., Belgium, France and Germany, to support its sales efforts and will have a multilingual hot line."It is a recognition of the importance of international markets," said Doug McNary, director of European sales. McNary would not give a breakdown of company business telecommunications and utilities markets. Tivoli's business...

- IDG News Service, London Bureau

FRAMINGHAM

LUCY SHEEHAN, IDG OFFICE SERVICES MANAGER AND EXECUTIVE ASSISTANT TO IDG VP/CORPORATE *Controller* ***Ted Bloom*** *always has time for a smile and to help out any way she can. Lucy has overall responsibility for managing six of IDG's U.S. regional sales offices: Framingham, Atlanta, Irvine, Calif., Chicago, Dallas and Rochelle Park, N.J.*



STEPHANIE NOYES

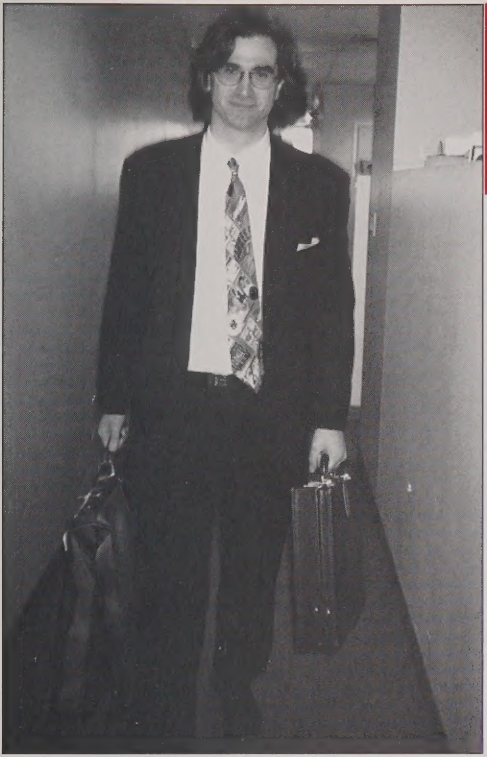
JOAN McNEIL, ASSISTANT TO THE *publisher at PCW Newsletters, sorts through the stacks of newsletters in the company's storeroom. PCW Newsletters, a subsidiary of PC World Communications, publishes nine newsletters including The Notes Report, Lotus SmartSuite and Microsoft Office.*

FRAMINGHAM

PATRICIA SMITH

CARMEN BREYER, OPERATIONS SPECIALIST *at CIO magazine, collects her mail. Carmen, who has been with the company for eight years, assists the vice president of finance with invoicing, purchasing, accounting projects and vendor contracts.*

NEW YORK



SAU LAM

AS THE NEW DAY DAWNS IN THE BIG APPLE, ***Steve Reynolds****, VP/Consumer New Media at LINK Resources, arrives at the company's New York offices. LINK is the leading market research and consulting firm in the consumer and small business markets.*

SOUTH AFRICA

SOFTWARE WORL

KATHY GIBSON

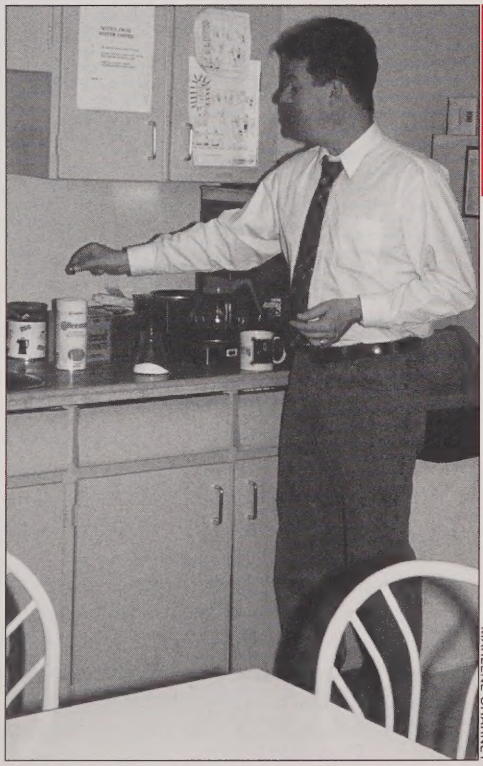
IDG SOUTH AFRICAN LICENSEE, IT MEDIA, FIELDS SEVERAL TEAMS IN THE *IT Action Cricket League, which the company organizes to promote friendly competition within its local market. Action cricket is an indoor version of the game, played by teams of eight. Following the games, which take just over an hour, both teams repair to the local pub for obligatory socializing. Above, staff from Computing S.A. and Software World celebrate their victory with members of the vanquished team.*

SWITZERLAND

URS FLÜCKINGER

IT'S LATE AFTERNOON IN ZURICH, AND ANTONELLA GASPARETTO, ASSISTANT *to IDG Switzerland General Manager* ***Gebhard Osterwalder****, prepares the latest PCtip reader survey. PCtip was launched last year and has a current circulation of 289,000.*

CANADA



MARLENE CHARNEY

NETWORK WORLD CANADA ASSOCIATE *Editor* ***Dan McLean*** *pays his dues to the company coffee fund as he grabs his first cup of coffee of the morning.*

ROCHELLE PARK, N.J.

PATRICIA DEBIASE

ADMINISTRATIVE ASSISTANT MARINA SABO *(seated) and InfoWorld Sales Associate* ***Robyn Damiani*** *are the "new kids on the block" at IDG's regional sales office in Rochelle Park, N.J. Both joined the office less than four months ago.*

FRAMINGHAM

RENEE SAVELL

SENIOR TECHNICAL MANAGER FOR IDG IS KEVIN BURNS AND NETWORK *Technology Specialist* ***Bob Gleason*** *work closely with International Publishing Services VP/Global Communications* ***Jeff DeBalko*** *and IS professionals throughout IDG to develop a global communications initiative for the company. Framingham is intended to be the global technology hub of IDG's growing network.*

FYIDG

Most employees are familiar with the story of the company's very first office — the now famous "Gray House" at 355 Walnut Street in Newton, which housed the fledgling IDC and also served as **Pat McGovern**'s home.

Perhaps less familiar is the site of the first *Computerworld* office, a small office located above an East Indian restaurant in Harvard Square. *Computerworld* later moved to Newtonville, and once again, found space above a restaurant, this time a Chinese eatery called the Golden Star.

In fact, starting out over a restaurant seems to have been a recipe for success for a number of IDG business units. Australia's first office was above an Indian restaurant, Germany started out above the German version of a pizza parlor on the Tegernlandstrasse in Munich, and Spain's first office was over a restaurant/coffee shop.

FRAMINGHAM

MARTHA STEPHENS

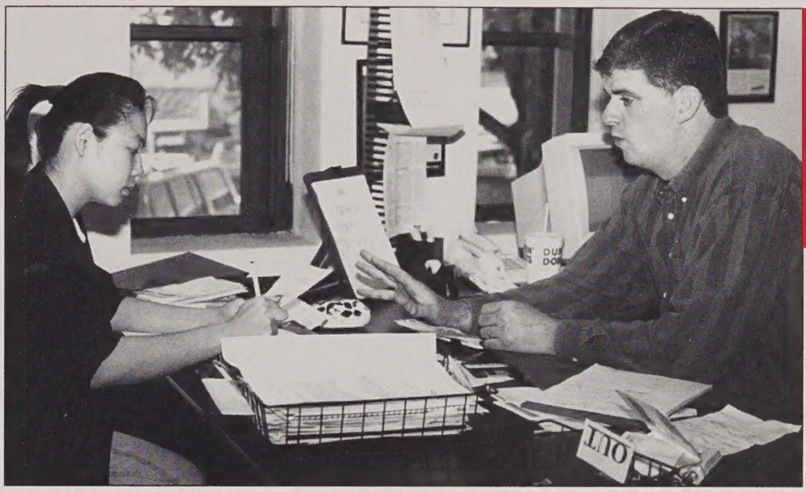
DANA MILLER (LEFT), *associate HR rep for IDC and* ***Theo Guest****, IDG associate HR rep prepare for the day's new employee orientation. The LIFE board game, designed by IDG HR Assistant* ***Danielle Volpe*** *is used as a fun, interactive way to educate employees on IDG's U.S. benefits package.*

ARGENTINA

SABRINA VALCARCEL

RUBEN ARGENTO (LEFT), IDG ARGENTINA GENERAL *Manager and* ***Norma Mena****, editor-in-chief, IDG Argentina, check out the first issue of their company's new Computerworld Client/Server Journal. The bi-weekly magazine launched with a circulation of 6,000.*

BRAINTREE, MA



PENNY WINN

CHRIS WILLIAMS, VICE PRESIDENT AND PUBLISHER FOR IDG BOOKS' *Programmers Press division, meets with Executive Assistant* ***Shirley Tow*** *prior to heading over to Boston's Logan Airport where he will catch a flight to San Francisco. Chris spends several days each month at IDG Books' Foster City, Calif., office. Programmers Press is located in Braintree, Mass., and publishes books aimed at programmers and developers including the C++ and Heavy Metal lines.*

CHICAGO

PATRICK POWERS

PAT POWERS, COMPUTERWORLD REGIONAL *Manager/Recruitment Ad Sales gets a bearhug from her sons Shawn and Brandon before sending them off to school. Pat works out of IDG's regional sales office in Chicago.*

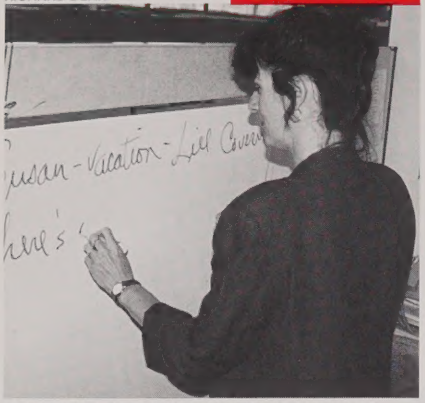
FRAMINGHAM

DAVID SANDERS

JANET GLYNN, TEARSHEET SUPERVISOR, HAS BEEN WITH THE IDG CREDIT *department for nine years. Janet ensures that invoices get out as soon as IDG's publications hit the streets. She is responsible for matching invoices with the ads clients run in all IDG U.S. publications as well as for PC Wold Latin America.*

FRAMINGHAM

RICHARD DEAN



MICHELLE CHASE, IDG CORPORATE *Credit office administrator, updates the attendance board every morning to keep track of the ins and outs and whereabouts of the department's 20 staff members.*

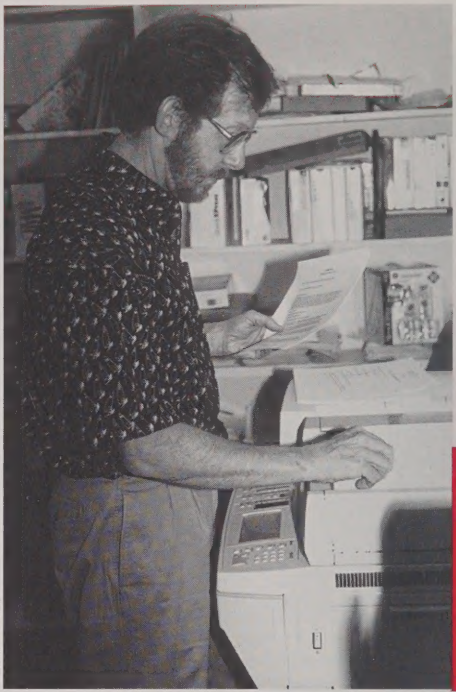
SAN MATEO, CA

KELLY LYNCH

INFOTAINMENT WORLD CONTROLLER ***Carmen Mangion*** *is religiously the first one in. Already settled into her work at 6:30 a.m., Carmen may beat some East Coast employees into the office.*

BRAINTREE, MA

PENNY WINN



JOHN OSBORNE, PUBLISHING DIRECTOR *for IDG Books Programmers Press, does some early morning copying.*

FYIDG

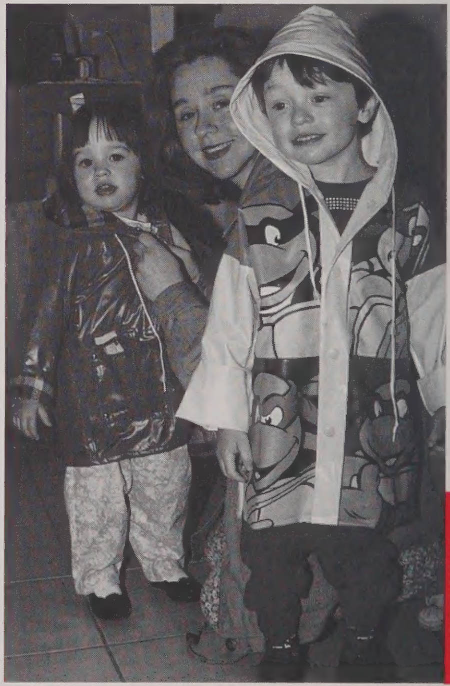
In 1987, over dinner with a friend, **John Kilcullen** was kicking around some new ideas for computer books. Kilcullen, who at the time worked for Bantam Doubleday Dell Publishing Group in New York, was recalling a remark made by a customer in a Software Etc. store who requested a book on the DOS operating system. Kilcullen remembered the man saying that he needed a simple, basic book because he didn't know anything about computers. "Something," the customer suggested, "like DOS For Dummies."

Four years later, Kilcullen had moved to San Mateo, Calif., as co-founder and publisher of IDG Books Worldwide. While attending a publishing conference Kilcullen heard author Dan Gookin speak. With humor and irreverance, Gookin criticized the publishing industry's lack of creativity and accused them of tearing apart his manuscripts and turning them into formulaic, cookie-cutter books. It was at that moment that Kilcullen discoverd the author of the bestselling computer book of the 90s —*DOS For Dummies* ™.

The *...For Dummies* imprint has grown to include 20 million copies of 150 titles published in 27 languages and licensed around the world. In May, IDG Books' *...For Dummies* titles accounted for 16 of the top 40 titles in *Publisher's Weekly*.

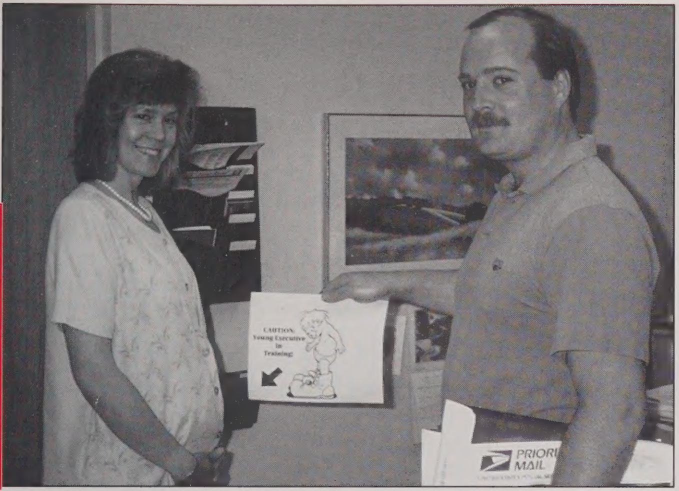
CHICAGO

ERIC VIOX



KASHA AND JORDON VIOX GET BUNDLED *up for day care by mom* ***Cathy****, who doubles as a sales assistant at Computerworld Recruitment Ad Sales.*

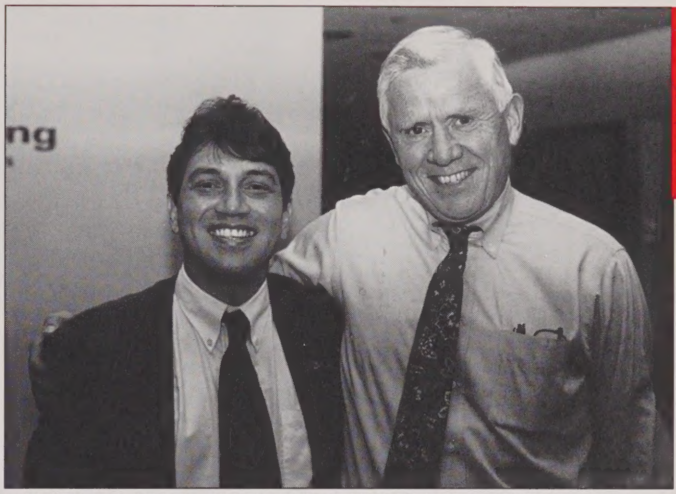
ROCHELLE PARK, N.J.


CAUTION: Young Executive in Training
PRIORITY MAIL

PATRICIA DEBIASE

"CAUTION: YOUNG EXECUTIVE IN TRAINING!" COMPUTERWORLD *Mid-Atlantic Correspondent **Tom Hoffman** jokes with wife **Lauren,** InfoWorld account manager, who is expecting their first child in September.*

FRAMINGHAM



PENNY WINN

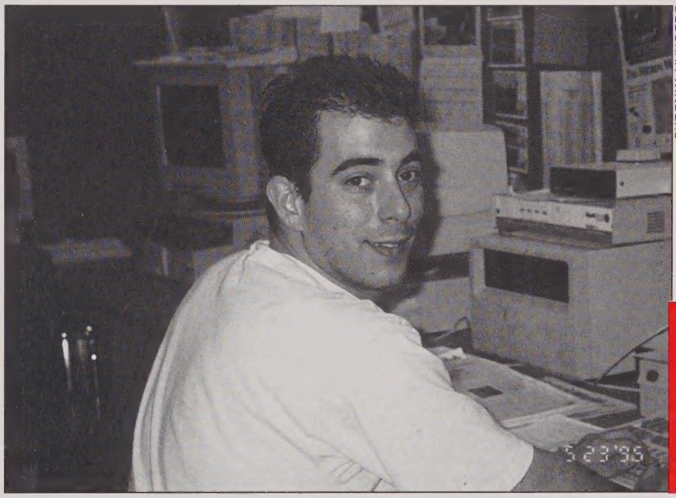
LOOKING RESTED AND READY TO GO DESPITE HAVING JUST *flown in from London this morning, IDC U.K. Managing Director **Keith Henry** (left) is in Framingham for IDC's Strategic Planning Meeting with IDC Vice President/Sales and Administration **Larry Bishop**.*

CHICAGO

CAROL GOCKENBACH

GERI GIOVANNI, OFFICE MANAGER FOR IDG'S CHICAGO SALES *office, signs for the daily Federal Express delivery.*

FRAMINGHAM



DEBORAH WINDERS

SCOTT FINLAY, ARCHIVIST, ONLINE SERVICES AT NETWORK *World, has been with IDG for 10 years — six-and-a-half years at NW.*

IN THE HEADLINES

Hewlett-Packard plans to join forces this week with two network players — NetLabs, Inc. and Network Computing, Inc. — to create unprecedented integration among network and systems management products, *Computerworld* has learned.

The product linkage should provide a long-awaited boost to users struggling to figure out the relationships among a wide variety of alerts and alarms flooding in from far-flung networks and systems.

Sources close to the companies confirmed last week that HP will integrate its OpenView Operations Center systems management application with NetLabs' NerveCenter event correlation engine. That, in turn, will be integrated...

- Computerworld U.S.

CHICAGO
THE GMAT FOR DUMMIES
PERSONAL FINANCE FOR DUMMIES
TAXES FOR DUMMIES
PERSONAL FINANCE FOR DUMMIES
TIME MANAGEMENT FOR DUMMIES
MUTUAL FUNDS FOR DUMMIES
GET SMART!
CHICAGO BULLS

JOHN MANNING

MEMBERS OF IDG BOOKS' NEWEST DIVISION, THE BUSINESS AND GENERAL REFERENCE PRESS IN CHICAGO, SHOW OFF SOME OF *their best-selling titles. (Left to right): Executive Assistant* ***Jamie Klobuchar****, Managing Editor* ***Stephanie Britt****, Executive Editor* ***Sarah Kennedy****, Brand Manager* ***Stacy Collins*** *and VP/Publisher* ***Kathy Welton.***

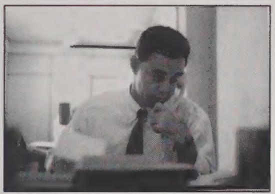
FRAMINGHAM

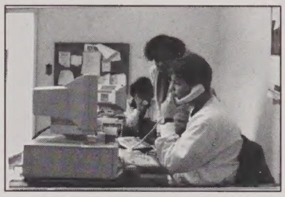
DAVID SANDERS, DIRECTOR OF IDG PAPER SERVICES, *confers with IDG Senior Credit Analyst* ***Jim Falanga****.*

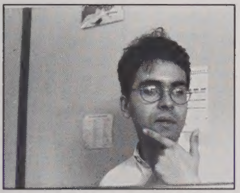
DANA BURGER

IDG ATLANTA SALES OFFICE MANAGER DEBRA BROWN *retrieves her stack of mail.*

BRAZIL





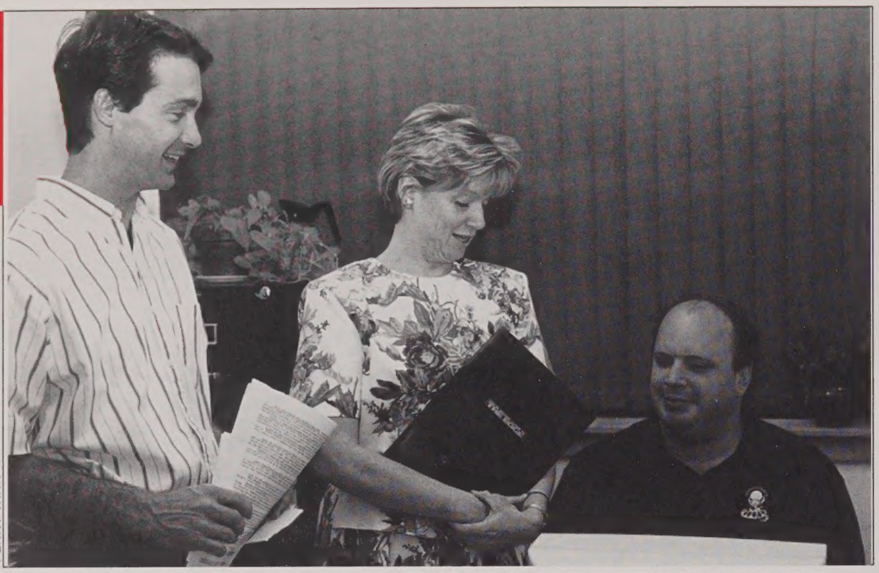


(TOP ROW FROM LEFT): ***Eduardo Ostan**, commercial manager, Computerworld Brasil; **Edileusa Soares**, news editor, Shopping Info; **Jácilio Saraiva Jr.**, reporter, PC World; (Middle row, from left): **Maria Ribeiro da Costa**, maid; **Carina de Andnade Garcia**, secretary, Connections; **Melissa Sayon**, reporter, Shopping Info; (Bottom row): **João Carlos de Brito**, executive editor, Publish; **Juliana Caurio**, assistant editor, Connections, **Alexandre Barros**, desktop publishing and Carina de Andnade de Garcia.*

PHOTOS BY SANDRA REGINA LOPES

MAY 23, 1995? THERE WERE A FEW CLOUDS, BUT IT WAS A BEAUTIFUL DAY IN THE WORLD OF IDG — REMEMBER?

Amsterdam	Cloudy	61 F	16 C
Athens	Partly cloudy	71 F	22 C
Auckland	Partly cloudy	61 F	16 C
Bangkok	Partly cloudy	91 F	33 C
Beijing	Partly cloudy	85 F	29 C
Bogota	Showers	72 F	22 C
Boston	Sunny	75 F	24 C
Brussels	Cloudy	63 F	17 C
Buenos Aires	Cloudy	61 F	16 C
Budapest	Partly cloudy	61 F	16 C
Cairo	Sunny	96 F	36 C
Copenhagen	Partly cloudy	54 F	12 C
Dublin	Rain	59 F	15 C
Frankfurt	Partly cloudy	63 F	17 C
Geneva	Partly cloudy	63 F	17 C
Helsinki	Showers	53 F	12 C
Hong Kong	Partly cloudy	88 F	31 C
Indianapolis	Partly cloudy	83 F	28 C
Istanbul	Showers	72 F	22 C
Johannesburg	Partly cloudy	61 F	16 C
Kiev	Showers	67 F	19 C
Lisbon	Cloudy	78 F	26 C
London	Cloudy	65 F	18 C
Madrid	Partly cloudy	78 F	26 C
Manila	Partly cloudy	92 F	33 C
Mexico City	Partly cloudy	85 F	29 C
Moscow	Showers	68 F	20 C
Nairobi	Partly cloudy	77 F	25 C
New Delhi	Partly cloudy	103 F	39 C
Oslo	Cloudy	57 F	14 C
Paris	Cloudy	68 F	20 C
Rio de Janeiro	Partly cloudy	75 F	24 C
San Francisco	Partly cloudy	69 F	21 C
Seoul	Partly cloudy	73 F	23 C
Singapore	Thunderstorms	89 F	32 C
Stockholm	Rain	52 F	11 C
Sydney	Partly cloudy	63 F	17 C
Taipei	Showers	85 F	29 C
Tel Aviv	Sunny	82 F	28 C
Tokyo	Partly cloudy	74 F	23 C
Toronto	Partly cloudy	66 F	19 C
Vienna	Partly cloudy	58 F	14 C
Warsaw	Partly cloudy	57 F	14 C
Washington	Sunny	83 F	28 C



(LEFT TO RIGHT): INFOVISION INTERNATIONAL MARKETING PROJECT MANAGER ***Laurel Peddie****, Research Director, Infovision's Insurance Services* ***Richard Dooley*** *and Program Director, IDG Insurance Services* ***Stephen Stecher****. Insurance Services is one of 11 vertical advisory services under the Infovision International umbrella including re-engineering, baseline and information security.*

CANADA
MARLENE CHARNEY

"DECISIONS, DECISIONS." MONTY KERSELL *is a copy editor for Laurentian Technomedia. Laurentian, IDG's partner in Canada, has been publishing computer titles in Canada for 20 years.*

IN THE HEADLINES

Major Systems Vendors to Embrace UnixWare

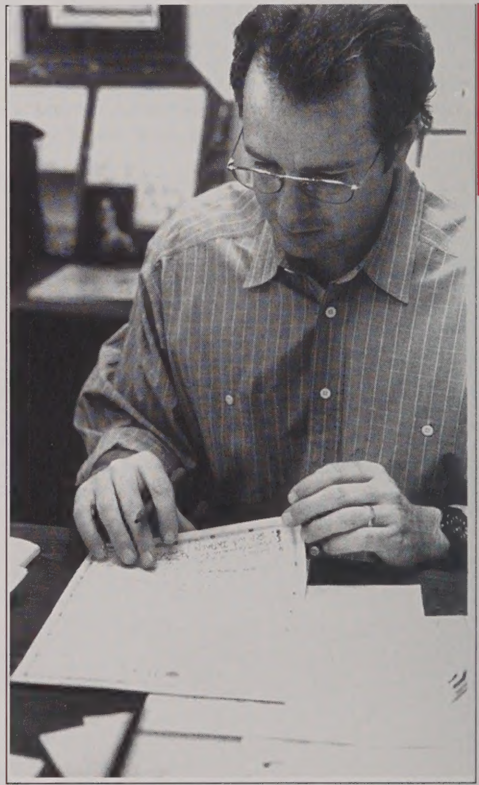
Novell, Inc. this week is expected to announce that three of Europe's largest systems vendors plan to bundle UnixWare with their hardware.

The system vendors also will drop development of their own Unix versions for Intel Corp. platforms in favor of Novell's UnixWare.

The U.K.'s ICL, Italy's Ing. C. Olivetti & Co., S.p.A. and Germany's Siemens Nixdorf InformationsSysteme AG will continue to support users of their proprietary flavors of Unix on Intel-based systems.

But when those users upgrade, they will get the current version of UnixWare rather than software developed by their systems vendor, said Patrick Smyth, director of ...

- Network World



STEVE MOYLAN, EASTERN ADVERTISING *director for InfoWorld, hammers out a draft of a client proposal.*

DUMMIES
CHICAGO BULLS

JOHN MANNING

CHICAGO

STACY COLLINS, BRAND MANAGER, IDG BOOK BUSINESS AND GENERAL REFERENCE PRESS SUPPORTS THE HOME TEAM.

STEPHANIE NOYES

BOSTON

PC WORLD SENIOR ASSOCIATE EDITOR ANN KREMERS *works from the PCW Newsletters office on Franklin Street in Boston.*

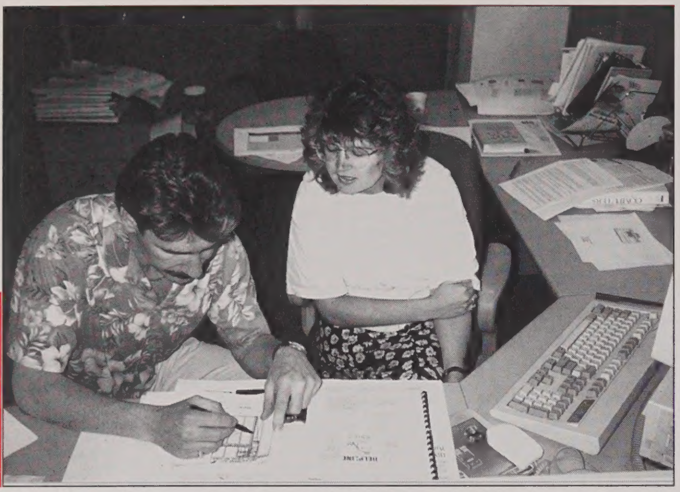
PENNY WINN

BRAINTREE, MA

AMY PEDERSEN, SENIOR ACQUISITIONS EDITOR FOR IDG *Books Programmers Press was the division's third employee when she was hired 20 months ago. In that time period the division has grown to include 17 employees.*

ANNE MCCRORY

FRAMINGHAM



COMPUTERWORLD SENIOR DESIGNER MITCH HAYES GOES *over a layout with Assistant Chief Copy Editor* ***Chrissy Maquire****.*

MARCY DILL

FRAMINGHAM

MANAGER, PROGRAM OPERATIONS CYNTHIA LAIRD (LEFT) *and Senior VP/Executive Programs* ***Lynda Rosenthal*** *meet to discuss CIO's upcoming Perspective conference — The Psychology of IT, The CIO's New Mindset — to be held October 15-18 in Orlando, Fla. The bi-annual Perspective conferences and the annual Enterprise Value Retreats comprise CIO's executive conference series.*

DANA BURGER

ATLANTA

BOTH BASED IN IDG'S ATLANTA SALES OFFICE, INFOWORLD *Regional Manager* ***Jim Shannon*** *and Network World District Manager* ***Don Seay*** *discuss a new NW advertiser.*

ANDREW WHITE

CANADA

"LTI LOVE-IN." (LEFT TO RIGHT): GABE ROSS, ACCOUNT *manager, Laurentian Technomedia and* ***Marlene Charney****, marketing assistant.*

FYIDG

Have you ever had the spell checker on your PC question the word "Computerworld?" It ought to be two words. Why is it just one word on the world's leading computer publication?

The reason goes back to the very first issue. In the type font and size chosen, the printer could not fit a space between "Computer" and "World."

So the very first issue went out with "Computerworld" as one word. And the rest is history.

MOUNTAIN VIEW, CA

RENEÉ AMADIO

ERIC PROTHERO, *manager, Latin American Regional Consulting and Operations for IDC West, will spend 15 weeks in Latin America by year's end. Earlier this year Eric was in Brazil to help establish IDC's first independent Latin American subsidiary. IDC has licensed operations in five other Latin American countries.*

BOSTON

STEPHANIE NOYES

FRAMINGHAM

ANNE MCCRORY

(FAR LEFT): GE *BusinessTalk Administrator and Assistant to the President at International Publishing Services* ***Maureen Page-Preble*** *slips into Filene's department store during lunch to do some summer shopping. The mannequin displays the suit she eventually decided on.*

(LEFT): COMPUTERWORLD *Copy Editor* ***Ellen Fanning*** *takes a break to glance through the latest issue of the IDG World Update.*

FYIDG

Macworld is generally recognized as the first Macintosh-specific publication, with issue No. 1 appearing on the same day as the Macintosh itself, Jan. 24, 1984. However, *Macworld* was actually the second Mac publication. A small start-up called *ST Mac* was launched late in 1983. Apple, however, was not pleased, and the publication disappeared quickly. But more were soon to follow. At one point in 1986, there were 13 Macintosh-specific magazines available. Over the years, *Macworld*, which has been profitable every year since its launch, gobbled up five, and except for today's remaining three titles, the rest went the way of the Lisa.

RENEE AMADIO

MOUNTAIN VIEW, CA

BETH NICHOLS

FRAMINGHAM

MARCY DILL

FRAMINGHAM

(TOP LEFT): RECEPTIONIST TATIANA ENGURASOFF JOINED *IDC West just two weeks ago. She is busy answering calls for the 35 employees of the Mountain View, Calif., office.*

(TOP RIGHT): IDG'S CORPORATE HUMAN RESOURCES *staff marked the glorious May day with lunch at Gerard's Turkey Farm. (Left to right):* ***Julie Lynch****, East Coast training coordinator;* ***Danielle Volpe****, HR assistant;* ***Tom Mathews****, director/international HR programs;* ***Liz Caruso****, HR coordinator and* ***Theo Guest****, associate HR representative.*

(AT LEFT): CIO PRODUCTION EDITOR CHERYL DAVIS (L) AND *Senior Editor* ***Carol Hildebrand*** *warm up for a three-mile jog. Cheryl, Carol and their running partner, Senior Research Analyst* ***Bridget Cammarata****, (not pictured) jog between three-and-a-half and four-and-a-half miles three to four times a week. They run in various road races around Boston and Carol supplements her running regime with in-line skating.*

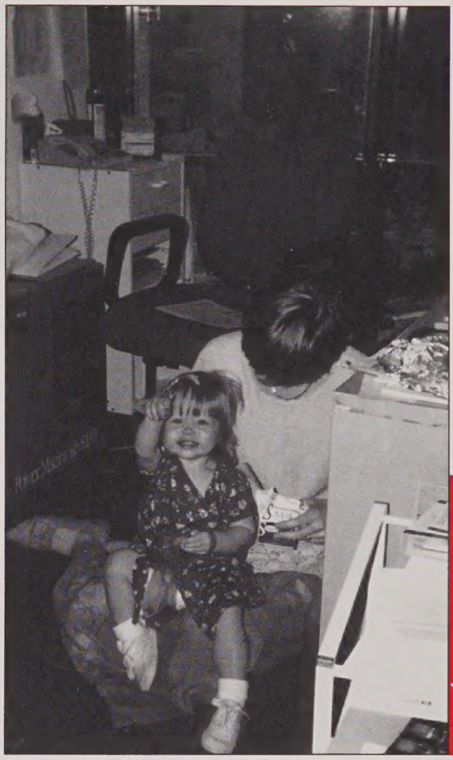
FYIDG

Today's IDG publishers no doubt have drawers, but it's doubtful any have a "Publisher's Drawer." Back in the early days of *Computerworld*, there was a special drawer in the art/production department that belonged exclusively to **Pat McGovern**. In those days, the newspaper went out the door on Tuesday nights and every Tuesday afternoon, Pat would arrive and he and **Walter Boyd**, recently retired president of IDG, would write last-minute stories "to fit." The two would also help with paste up of boards, so Pat kept his very own rubber cement and Exacto knife in his drawer.,

CHRISTINE CHUPKA

FRAMINGHAM

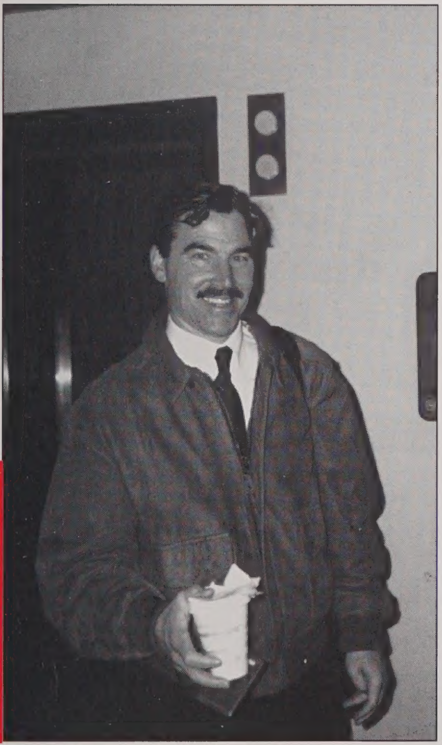
BILL LABERIS, EDITOR-IN-CHIEF OF COMPUTERWORLD (FAR RIGHT) MEETS MONTHLY *with the publication's writers to discuss editorial direction.*



FRANCES VINSON

FALLS CHURCH, VA

ART DIRECTOR FOR FCW GROUP ***Margo Dunn*** *takes advantage of lunchtime with her 21-month-old daughter Molly. Molly was a "resident worker" at FCW every day for the first five months of her life.*



MELISSA RIOFRIO

SAN FRANCISCO

AT PC WORLD'S SAN FRANCISCO *headquarters account manager* ***Duane Hampson*** *gets off the elevator with morning java in hand.*

FRAMINGHAM

STEVE AND LAURIE, EMPLOYEES OF FRANKLIN CATERING, RUN THE POINT WEST *cafeteria for IDG and IDC staff at 5 Speen Street in Framingham.*

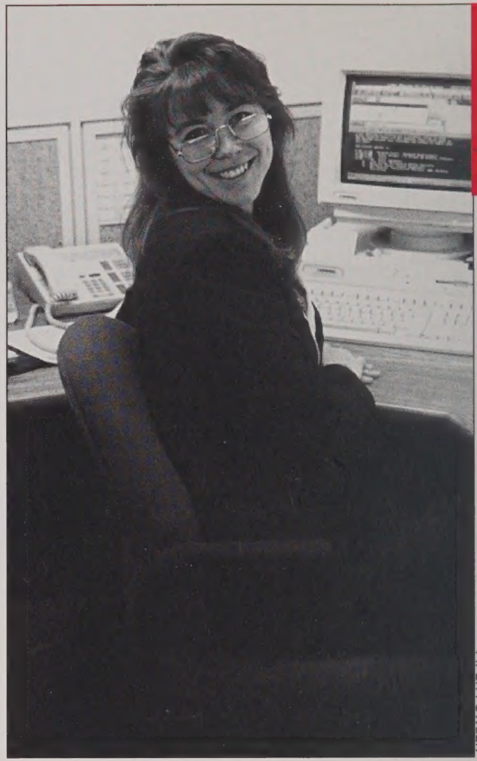
INDIANAPOLIS

PAM SHELLEY

(AT LEFT): PRODUCT DEVELOPMENT *Manager, Dummies Press* ***Mary Bednarek*** *(left) and her teammate, Associate Publisher, Dummies Press* ***Diane Steele****, compete in a potato sack race. Every month IDG Books Mid-West organizes a different theme day for employees. The May theme involved a number of races and T-shirts that boasted IDG Books is "laps ahead of the rest," in celebration of the company's fifth anniversary.*

(AT RIGHT): IDG EAST COAST *Training Coordinator* ***Julie Lynch*** *sends E-mails to IDG employees who registered for an upcoming seminar.*

FRAMINGHAM



PIPER FOWLER

BOSTON

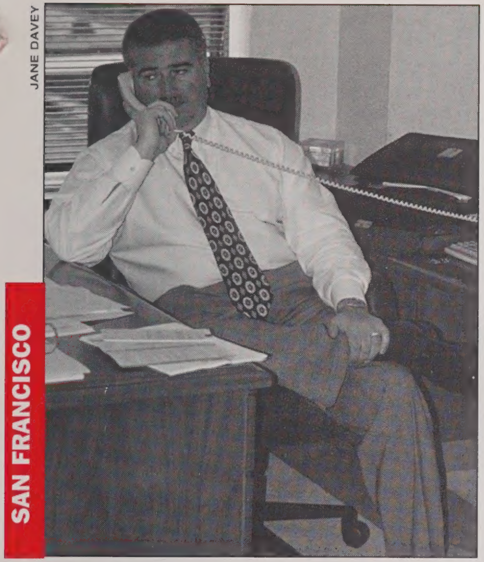
STEPHANIE NOYES

PRODUCTION ASSISTANT JESSICA LINDHEIMER AND TECHNICAL *Writer* ***Valerie Murray*** *escape briefly from the PCW Newsletters office to pick up sandwiches at D'Angelos submarine shop.*

FYIDG

IDG has always avoided buying office buildings, because as Executive VP of Finance **Bill Murphy** explains, when you are in rapid growth it does not make sense to own offices. After the famous "Gray House" in Newton, Mass., where IDG started, the best known piece of IDG real estate has been the Computerworld building in Framingham.

Today, CW is looking ahead to moving out of the building in August because the company, has at long last, exhausted its expansion possibilities and outgrown the space. But Murphy expects the building will continue in the record-setting tradition of IDG — selling for approximately five times what it originally cost and likely setting a record price for a commercial site in the Metro-West area of Boston.


SAN FRANCISCO

JANE DAVEY

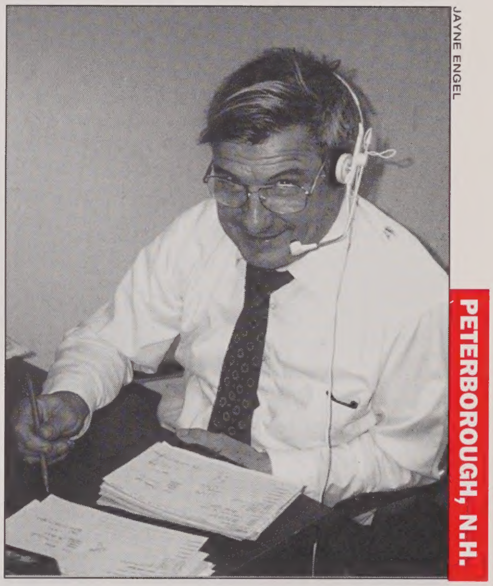
JILL STEVENS

SAN FRANCISCO

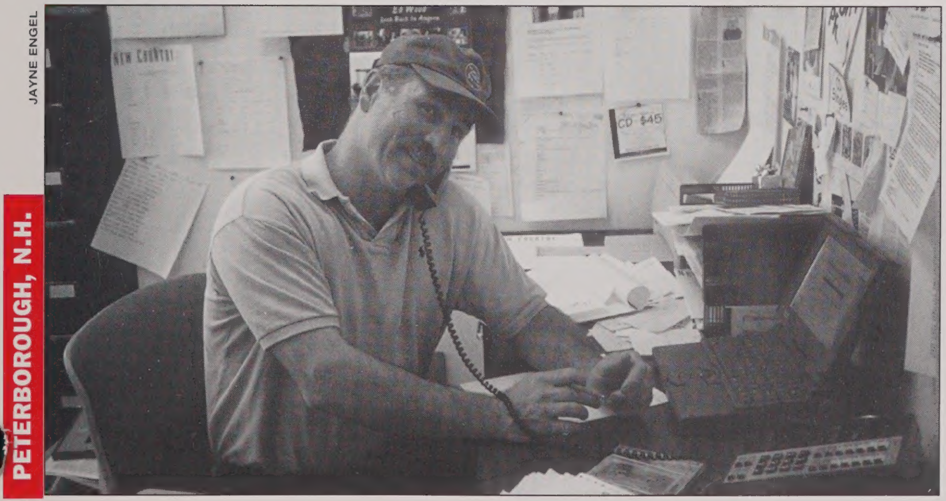
JANE DAVEY

CALLING ALL CUSTOMERS

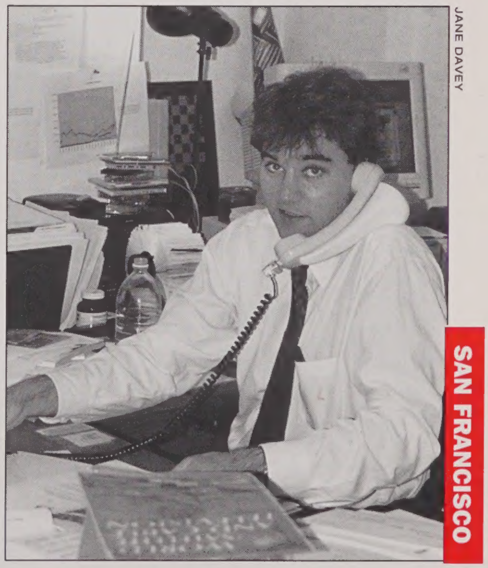
(CLOCKWISE FROM TOP): *PC World Publisher* ***Rich Marino****; Receptionists* ***Carrie Redfox*** *(left) and* ***Lisa Adams****, IDG Regional Sales Office, Irvine, Calif.;* ***Bob Janson****, inside sales rep for Connell Communications' Video Event.;* ***Thomas Gewecke****, publisher, PC World Online;* ***David Gray****, Connell Communications' New Country advertising sales account manager;* ***Norman Noble****, IS manager, IDG Central Services.*


PETERBOROUGH, N.H.

JAYNE ENGEL


PETERBOROUGH, N.H.

JAYNE ENGEL

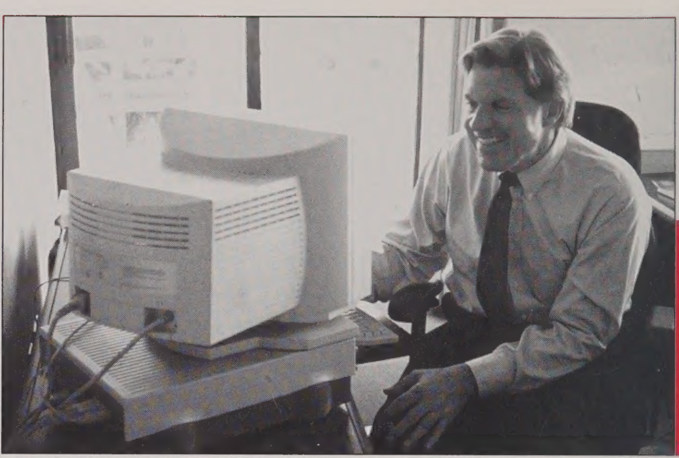

SAN FRANCISCO

JANE DAVEY

SAN FRANCISCO

VANESSA SILVA-D'AMELIO

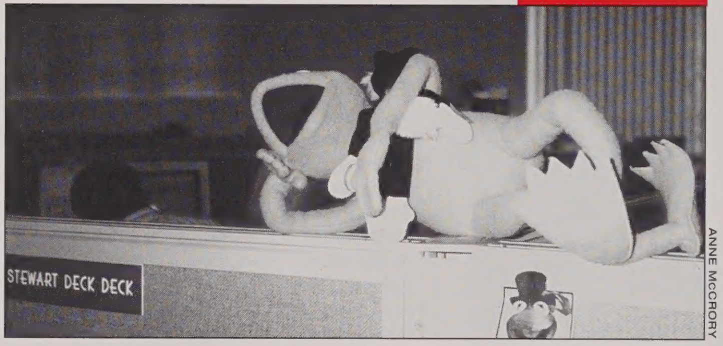
VP/OPERATIONS LAURIE MORGAN OVERSEES IS AND FINANCIAL *functions for IDG Marketing Services U.S.*



VANESSA SILVA-D'AMELIO

PUBLISHER, COMPUTERWORLD ELECTRONIC MEDIA VAL LANDI *surfs the Internet.*

LOOKING RATHER RELAXED *this Tuesday afternoon, Kermit the Frog presides over New Products Writer* ***Stewart Deck****'s cubicle at Computerworld. In his role of unofficial office barometer, the endlessly flexible frog reflects prevailing office sentiment. On Fridays, for instance, notes Stewart, "you might see him sitting upside down with his hands over his eyes or his arms and legs tied into knots."*



ANNE McCRORY

STEPHANIE NOYES

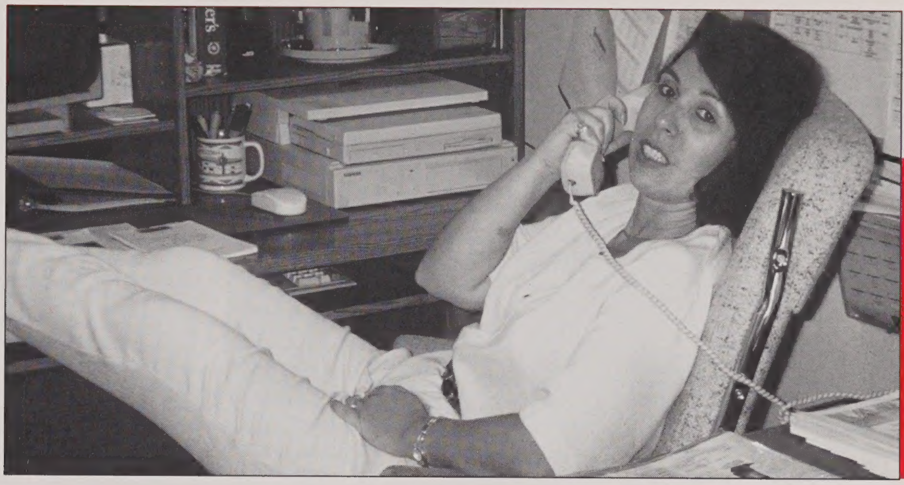
PCW NEWSLETTERS RECEPTIONIST JOAN SWARMS GREETS *visitors as they come off the elevator.*

FRAMINGHAM

DEBORAH WINDERS

KRISTIN WATTU IS A MARKETING SPECIALIST FOR PROMOTIONS *at Network World.*

INFOWORLD SALES ADMINISTRATION *Manager* ***Roseann LaBruno*** *began her IDG career eight years ago as a sales assistant. In her current capacity, Roseann oversees and coordinates training and every day activities for the sales associates and works closely with InfoWorld's sales administration managers around the country.*



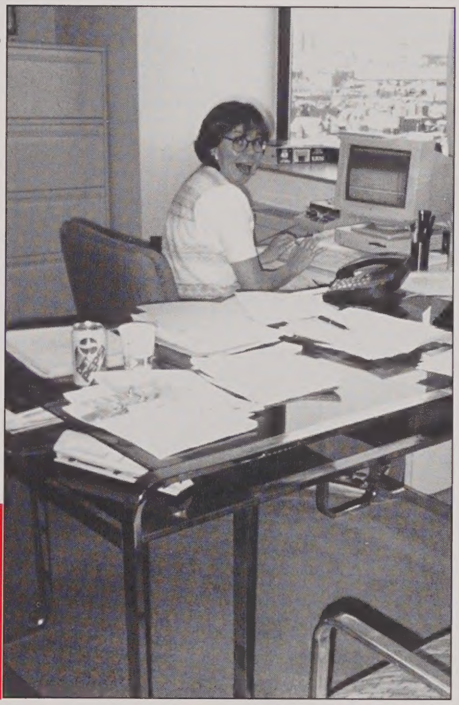
PATRICIA DEBIASE

ROCHELLE PARK, N.J.

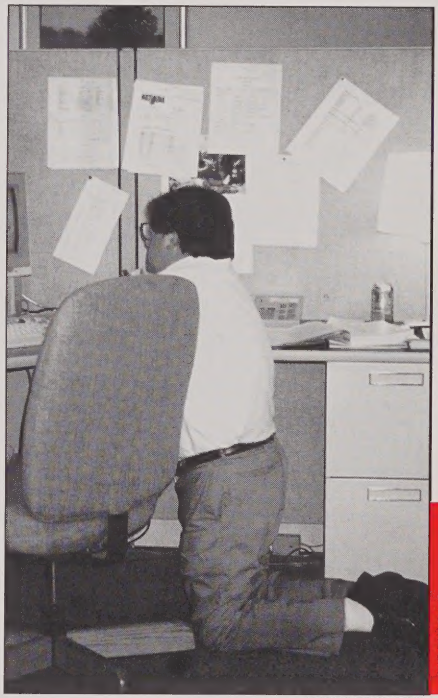
(NEAR RIGHT): MAGGIE MURPHY, ASSISTANT *to IDG Chairman* ***Pat McGovern****, holds down the fort at the Corporate Support Center in Boston when Pat is on the road — an average of 22 days per month. Today, Pat is at the beginning of a 10-day visit to IDG offices in the Asian/Pacific region.*

(FAR RIGHT): MYLES McLAUGHLIN, *IS system support specialist for IDG, prays to the computer gods to make this application work!*

BOSTON



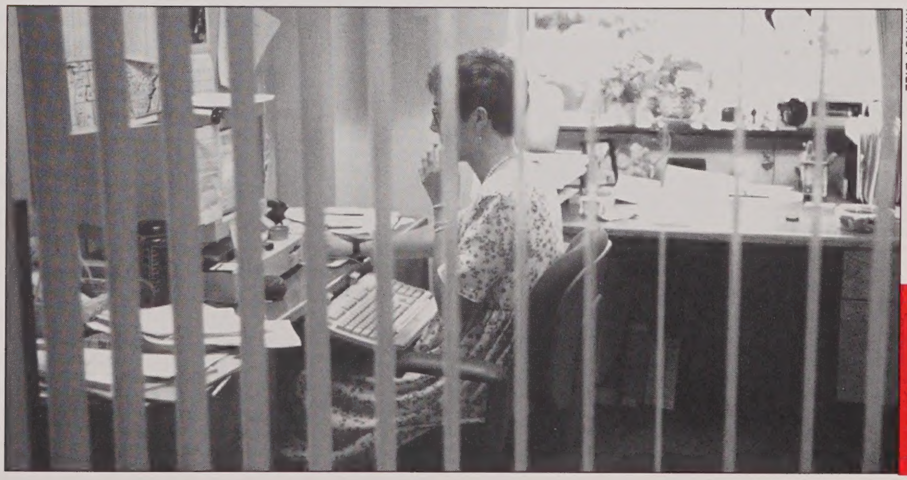
DONALD YOUNG



LYNN LEVASSEUR

FRAMINGHAM

CIO SENIOR WRITER CAROL HILDEBRAND *spends the late afternoon working on a story for the next issue of the magazine.*



MARCY DILL

FRAMINGHAM

NEW YORK

PETER NEEDLE

LINK RESOURCES STAFF (SITTING, L-R): MILTON QUIAH, OFFICE *manager;* ***Andy Bose****, group vice president;* ***Richard Frazita****, research analyst, Mobile Computing;* ***Deepinder Sahni****, research analyst, Small Business. (Standing, l-r):* ***Michael French****, director, Mobile Computing;* ***Sau Lam****, research analyst;* ***Michael Scott Garner****, research analyst, Consumer/K-12;* ***Kim Bull****, group operations manager;* ***Helen Rosen****, senior analyst, Interactive Services;* ***Barbara Moskowitz****, sales assistant,* ***Julia Blelock****, vice president, sales;* ***David Ludlum****, director, Business Multimedia Interactive Services.*

ATLANTA

ATLANTA REGIONAL SALES OFFICE STAFF (FRONT ROW, L-R): ***Mindy Blankenship****, InfoWorld account manager;* ***Debra Brown****, office manager;* ***Terry Sanders-Prentice****, Network World sales assistant; (Back row, l-r):* ***Don Beay****, NW district manager;* ***Judy Sutter****, PC World senior account manager;* ***Dana Burger****, PCW administrative assistant;* ***Jim Shannon****, IW regional manager.*

NEWPORT. R.I.

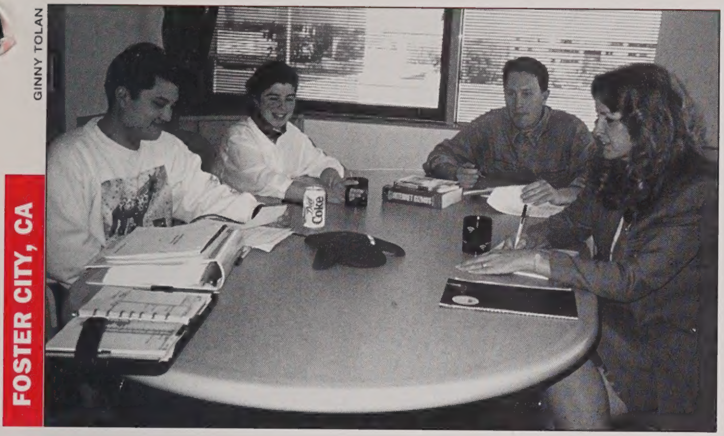
TIM CLARKE

IDG EMPLOYEES GATHER AT THE MARKETING AND RESEARCH *Function meeting in Newport, Rhode Island. (Left to right):* ***Beth Bertolozzi****, research analyst, IDG Research Services;* ***Michele Silverio****, research analyst, IDG Research;* ***Matt McAlister****, associate research analyst, Macworld;* ***Kathy Dinneen****, president, IDG Research;* ***Terry Scuzzarella****, senior research analyst, IDG Research.*

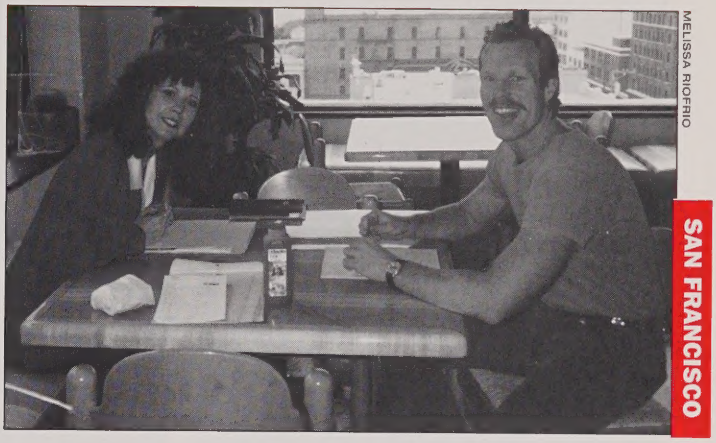
CHICAGO

CATHY VIOX

THE CHICAGO SALES OFFICE STAFF CELEBRATES MACWORLD *Administrative Assistant* ***Kim Giovanni****'s birthday. (Front row, l-r):* ***Anna Gabriel****, Network World sales assistant; Kim;* ***Geri Giovanni****, office manager. (Standing, l-r):* ***Carol Gockenbach****, sales assistant, Publish;* ***Pat Powers****, regional manager, Computerworld Recruitment Ad Sales;* ***Dan Gentile****, NW Midwest regional sales manager;* ***Sherwin Horowitz****, NW district manager.*



GINNY TOLAN



MELISSA RIOFRIO

(TOP LEFT): AS A FOLLOW-UP TO THE IDG *Employee Survey, HR staff and employees at IDG Books in Foster City, Calif., conduct a employee feedback conference call with staff from IDG Books Midwest. (Left to right): System Specialist* ***Patrick de la Cruz****; HR Rep* ***Aoife McEvoy****; IS Specialist* ***Doug Arroyo*** *and HR Manager* ***Pat Levenduski****.*

(TOP RIGHT): MACWORLD HUMAN RESOURCES *Director* ***Shelly Ginenthal*** *and Publish Advertising Production Manager* ***Dave Zink*** *served on the 1995 AIDS Walk planning committee. Close to 75 employees from IDG West Coast business units participated in the July 16 fundraiser.*

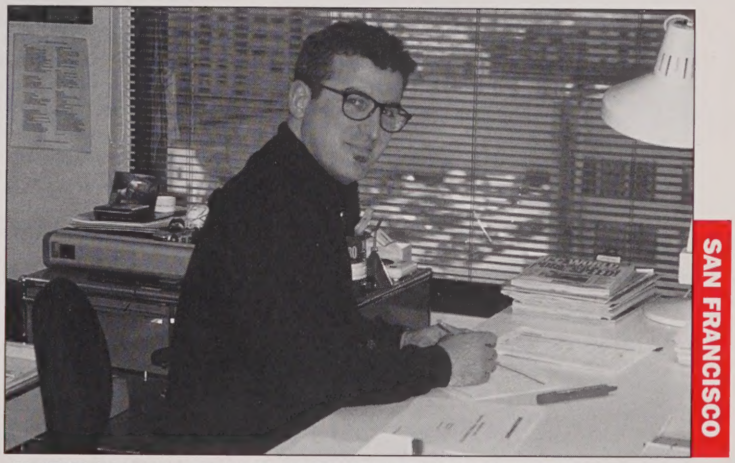
(AT RIGHT): CHRISTINE CHUPKA, COMPUTERWORLD *human resources assistant, leads participants at the IDG new employee orientation. The orientation program, held in Framingham monthly, outlines the history of IDG as well as the company's mission, values and structure. The one-and-one-half hour sessions cover core benefits for U.S. employees and business-unit specific benefits.*

FRAMINGHAM
PIPER FOWLER

FYIDG

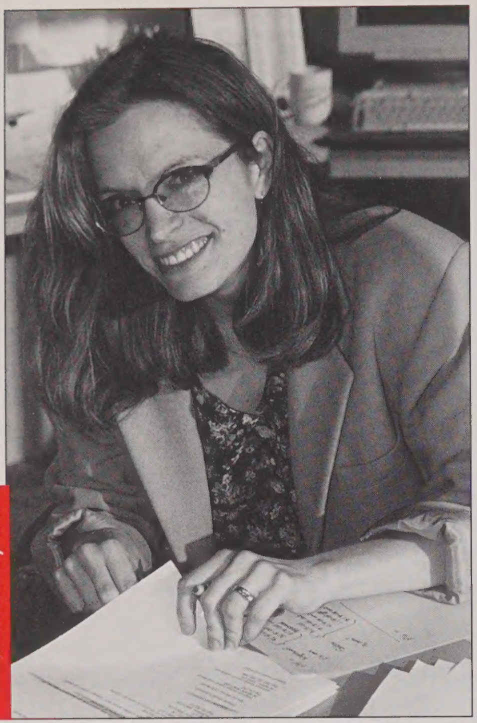
In the early days of IDG, one of the most fertile fields for recruiting talent was Newton High School, located just a couple of blocks from the old IDC office in the "Gray House" in Newton. High school students were able to pick up good, part-time work building the IDC data file and doing other chores for the new company.

Among those recruits, both 1968 graduates of Newton High School, were **Kathy Dinneen**, now president of IDG Research, and **Ted Bloom**, now IDG vice president and corporate controller.



IN ADDITION TO HIS MORE CREATIVE RESPONSIBILITIES, *PC World Art Director* ***Robert Kanes*** *must hammer out his department's 1996 budget.*

SAN MATEO, CA


KELLY LYNCH

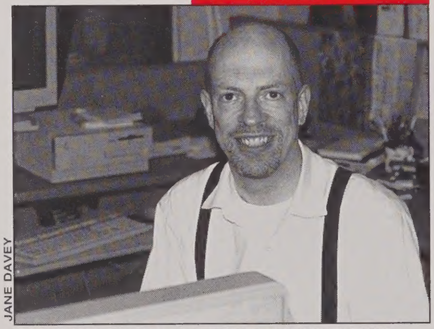
JANICE CROTTY, MANAGING EDITOR, *GamePro, works on the magazine's editorial calendar.*

SAN MATEO, CA

KELLY LYNCH

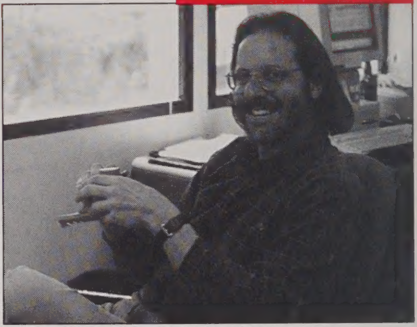
INFOTAINMENT WORLD DIRECTOR OF MANUFACTURING FRAN FOX SIGNS A CARD *for IFTW President* ***Pat Ferrell*** *congratulating him on the wildly successful debut of the Electronic Entertainment Expo (E3) earlier this month in Los Angeles. The card was presented to Ferrell at a celebratory reception for IFTW employees.*

SAN FRANCISCO


JANE DAVEY

DESIGNER TIM J LUDDY JOINED PCW *almost three years ago, having worked as a freelancer for six months prior to that. During that time, Tim designed the Mobile Computing special section, PCW's first joint venture with Newsweek.*

SAN MATEO, CA


ELINOR MILLS

AS SUPPLEMENTS EDITOR FOR *Enterprise Computing at InfoWorld,* ***Bob Kayne*** *produces on average six special supplements a year in addition to the annual "Products of the Year" and "InfoWorld 100" supplements.*

FYIDG

Shortly after IDG bought *GamePro* magazine back in 1989, IDG Chairman **Pat McGovern** asked Corporate Controller **Ted Bloom** to get a written inventory of the company's assets. Ted called the start-up's founder, **Pat Ferrell**, and asked him to fax the information.

"Why don't you just grab a pencil," Pat suggested. "It'll only take a minute."

The list he dictated:

- Four desks.
- Four chairs.
- One card table.
- One fax machine.
- Ten folding chairs.
- One Macintosh computer.

IN THE HEADLINES

Exchange Cut From Win95

In a surpise move, Microsoft Corp. has decided not to include a full-fledged E-mail client in its forthcoming Windows 95, because user feedback said the client was too complex.

Microsoft had planned to ship in August an integrated messaging client in Windows 95 that took advantage of the workgroup productivity features in its Exchange messaging server, which is due to ship at year's end.

But in response to complaints from beta testers, Microsoft has opted to remove many of the more complex features and ship a basic mail client in Windows 95...

- *InfoWorld*

PATRICA SMITH

FRAMINGHAM

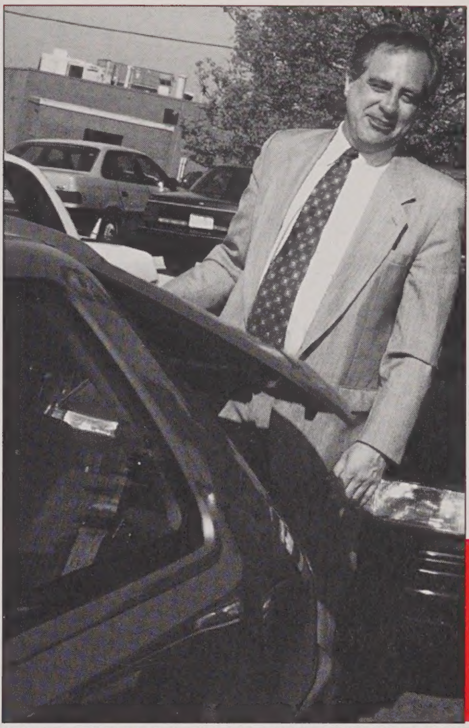
CIO GRAPHIC DESIGNER LINDA GOLON AUDITIONS FOR SPEED, PART 2.

FYIDG

IDG's Corporate Human Resources department keeps close tabs on the company's U.S. employee population. Here's a glimpse of what they knew about us on Tuesday, May 23:

- There were 2,208 men and women on staff at IDG's U.S. business units.
- 345 of those people had joined the company since Jan. 1.
- Of the total 2, 208, 859 (or 39%) worked in offices in California; 865 (or just over 39%) worked in offices in Massachusetts.
- The remaining 484 employees were scattered around sites in New Hampshire, Virginia, Indiana, Illinois, Georgia, Texas, New York, New Jersey and another half dozen states.
- Some 15% of U.S. employees were not working full-time (includes part-time workers and interns).
- Women comprised 61% of the total work force; men 39%.

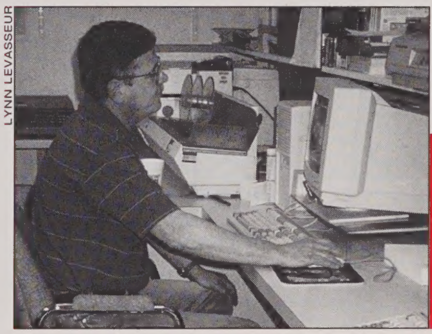
MARLENE CHARNEY



CANADA

MIKE BINGHAM, LAURENTIAN TECHNOMEDIA *sales representative, makes a break away.*

LYNN LEVASSEUR



FRAMINGHAM

JOHN KELLY IDG OFFICE SERVICES *supervisor, coordinates regular and interoffice mail pick-up and delivery for IDG's Framingham offices.*

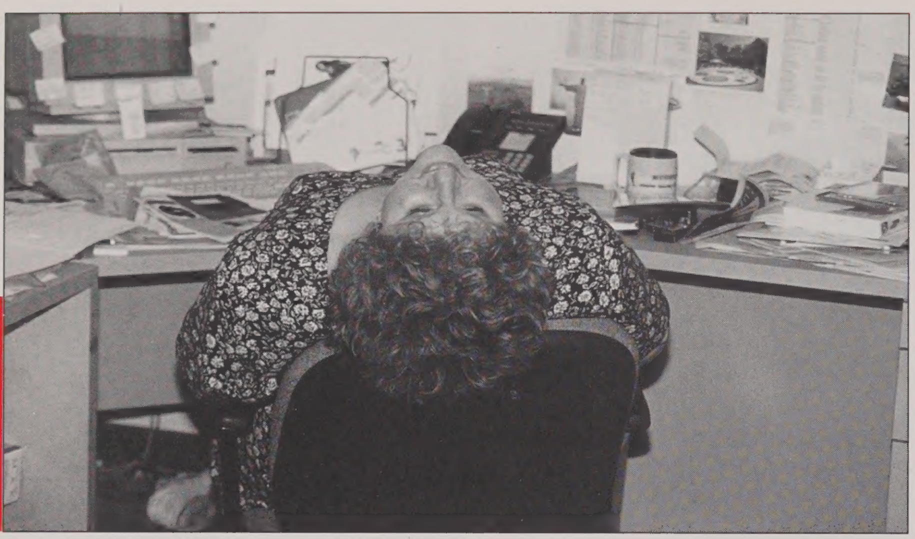
JOAN SWARMS

IDG Newsletters

BOSTON

DAVID SCHNEIDER, NETWORK *administrator, PCW Newsletters, sports his "Do It With IDG Newsletters" T-shirt.*

SAN MATEO, CA



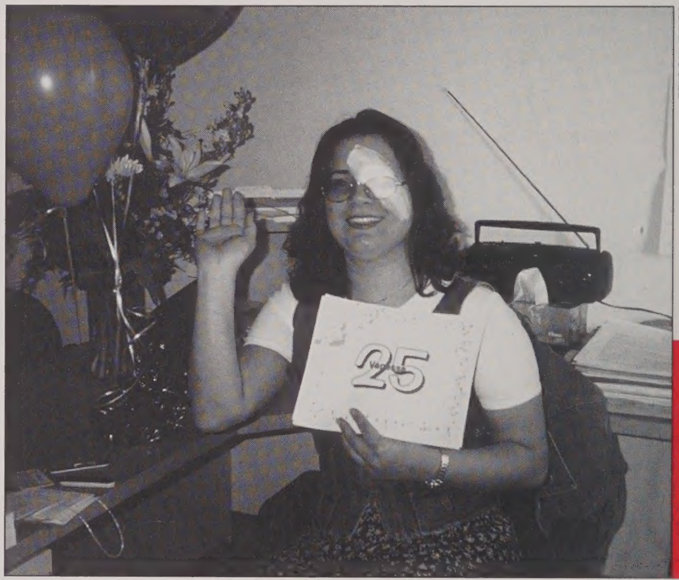
KELLY LYNCH

(AT LEFT): ELECTRONIC ENTERTAINMENT *Reviews Editor* ***Ann Marcus*** *lets her hair down.*

(BELOW): IDG MARKETING SERVICES *Executive Sales Assistant* ***Vanessa Silva-D'Amelio*** *marks a quarter century.*

SAN FRANCISCO

VANESSA SILVA-D'AMELIO



JULIE MCGILL

SAN FRANCISCO

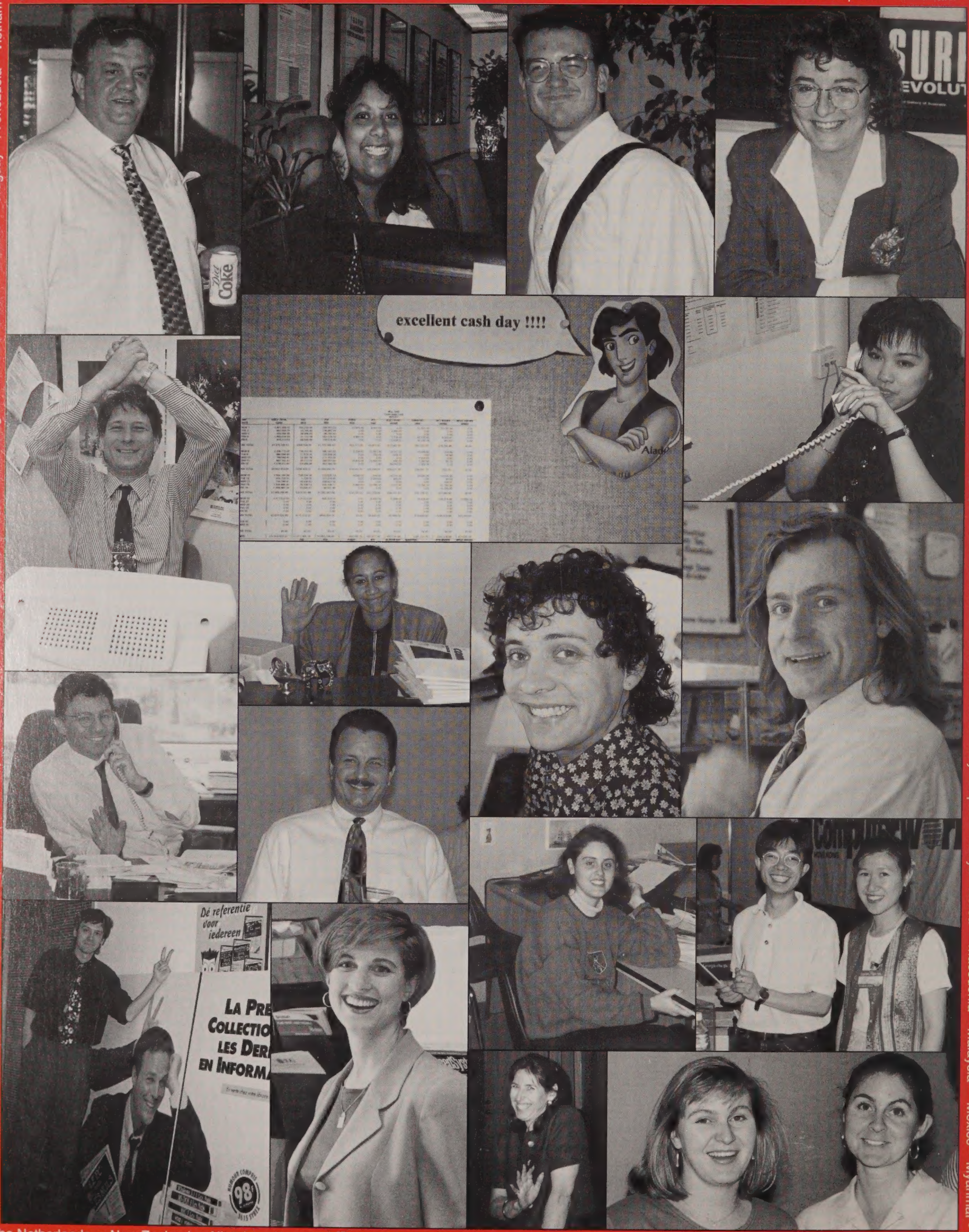
(ABOVE): RACHEL LEBO, INTERNATIONAL *Marketing Services sales assistant and* ***Gary Rocchio****, VP/director of research for IDG Research Services clown around.*

(AT RIGHT): HEADING HOME AFTER A *hard day's work at IDG's Irvine sales office. (Left to right):* ***Chris Jarmul****, Western advertising director, Multimedia World;* ***Martina Martin****, administrative assistant, Macworld;* ***Jill Stevens****, office manager, IDG;* ***Lisa Crutchfield****, account manager, PC World;* ***Steve Auerbach****, Southwest sales manager, IDC;* ***Barbara Murphy****, Western regional manager, Computerworld Recruitment;* ***Lianne Kirkland****, national accounts manager, Macworld;* ***Pamm Prince****, sales assistant, Computerworld Recruitment;* ***Tracey Pennell****, sales assistant, Network World;* ***Janis Wikander****, sales assistant, InfoWorld.*

IRVINE, CA

Business Publications (Netherlands) • IDG New Zealand • IDG West Africa • IDG Norway • OMAG Enterprises • MICRO Publications • Edicómputo • IDG China Ltd. • China Computerworld Publishing & Service Corp. • China Computers (China InfoWorld) Publishing Corp. • IDG-ISTIC Information Service Corp. • Great Wall World Exhibition Corp. • Electronics Today Publishing Corp., Popular Computer Week • IDG Shenzhen • Servicios Especiales de Edicion • WS Publishing Co. • IDG Poland • CMB 10 - Publicações e Serviços • Socedite Sociedade Editorial • IDG Technika Communications • Open Systems Publications • IDG Singapore • Communication Resources Private Ltd. • Pasadena d.o.o. • IT Media • IDG Spain • IDG Sweden • IDG Switzerland • IDG Taiwan • Team Strong Media • Media Transasia Thailand • IDG Turkey • IDG Media • TPD Publishing • The Publishing Organisation • VNU Business Publications U.K.) • Comizdat Publishing Co. • Kiev Polytechnic Institute • Microcosmos • IDG Venezuela • Ho Chi Minh City Committee for Sciences and Technology • IDC • Government Market Services • IDC Irvine • IDC New Jersey • IDC Texas • IDC West • IDC Africa • IDC Argentina • IDC Asian/Pacific Research Center • IDC Australia • IDC Austria • IDC Beijing • IDC Netherlands • IDC Brazil • IDC Canada • IDC Chile • IDC Colombia • IDC China/Hong Kong • IDC Czech Republic • IDC Germany • IDC Egypt • IDC Europe • IDC Finland • IDC France • Strategic International • IDC Hungary • IDC India • IDC Israel • IDC Italy • IDC Japan • IDC Korea • IDC Malaysia • IDC Mexico • IDC Multi-User Expertise Center • IDC Nigeria • IDC New Zealand • IDC Norway • IDC Scandinavia • IDC Shangai • IDC Singapore • IDC Sweden • IDC Switzerland • IDC Taiwan • IDC Thailand • IDC Turkey • IDC U.K. • IDC Venezuela •

Argentina • Australia • Austria • Belarus • Belgium • Brazil • Bulgaria • Burma • Canada • Chile • Colombia • Costa Rica • Czech Republic • Denmark • Ecuador • Egypt • Finland • France • Germany • Greece • Hong Kong • Hungary • India • Indonesia • Ireland • Israel • Italy • Japan • Kenya • Korea • Macedonia • Malaysia • Mexico • Myanmar • The Netherlands • New Zealand • Nigeria • Norway • Pakistan • Panama • People's Republic of China • Peru • Philippines • Poland • Portugal • Romania • Russia • Singapore • Slovenia • South Africa • Spain • Sweden • Switzerland • Taiwan • Thailand • Turkey • United Kingdom • United States • Ukraine • Uruguay • Venezuela • Vietnam


Diet Coke
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Alad
Dé referentie voor iedereen
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Volume 25, Number 40

October 2, 1995

NETWORK WORLD ADDS NEW OFFERINGS TO SEMINAR LINE-UP
PAGE 2

ON LINE: JEFF MEERS, PRESIDENT OF IDG MARKETING SERVICES/EUROPE, TAKES A TURN
PAGE 3

CW'S MITCH BETTS CELEBRATES A DECADE OF SERVICE
PAGE 8

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Internal Sales Force to Handle Pan-European Purchases

Just one year after IDG Marketing Services/Europe set up shop in Staines, England, the organization has introduced an internal sales team that will replace Oliver Smith and Partners, an outside ad sales agency employed by IDG for the last six years.

International Sales Director **Paul Shalet** and International Sales Managers **Khalil Ibrahimi, Edward Tijdink** and **David Harmer** comprise the new sales force. While Shalet signed on last spring to oversee the gradual transition from OSP and to orient himself with IDG's client base, the team only began selling ad space into IDG publications worldwide on Oct. 2.

"Having an internal, IDG-owned and operated sales force is the best way to achieve our objectives of building brand preference and advertising volume for IDG titles," said President, IDG Marketing Services/Europe **Jeff Meers**. "To continue to outsource sales using a different brand name would only confuse clients at a time when we are focusing on 'IDG'. The market expects a publisher of our stature to sell our own publications, and we have created a unique new sales and marketing model."

Building brand awareness for IDG throughout Europe — and beyond — is

•CONTINUED PAGE 6•

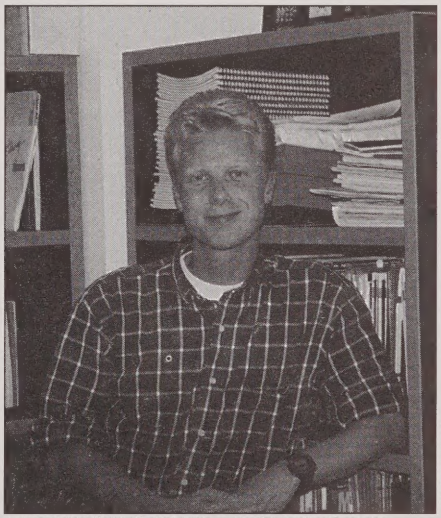
IDG Global Fellowship Program Fosters Exchange of Expertise

When staff at IDG Netherlands began thinking about establishing a site on the World Wide Web, they had a lot of questions. How does a publisher exploit the online format? Should a magazine's entire content be made available online? What about the interactive potential of the Web? How are copyrights handled? How about graphics, and how do you charge for your information?

With just 40 employees, responsible for getting four publications and three CD-ROMs out the door each month, the company might easily have thrown up its corporate arms and surrendered. Instead, it turned to its U.S. sister publication for inspiration and guidance.

"We knew it was very important for us to do this [get online]" explained *Macworld Nederlands* Editor-in-Chief **Oscar Kneppers**. "But we lacked a unifying vision. We had a lot of practical questions we simply couldn't answer."

So Kneppers approached IDG Netherlands General Manager **Paul Molenaar** about the possibility of spending a couple of months in San Francisco to work with Online Editor **Suzanne Stefanac** and her team who were readying their Web site for launch at MACWORLD Expo/Boston in early August. Kneppers and Steanac had discussed the latter's online plans at the *Macworld* Global Product meeting held in Portugal earlier this year. Kneppers contacted Stefanac and pitched his plan, which she wholeheartedly endorsed.



JANE DAVEY

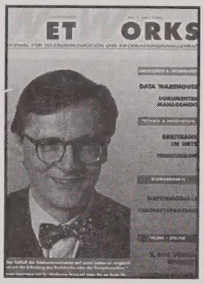
MACWORLD NEDERLANDS EDITOR-IN-Chief *Oscar Kneppers* *spent much of the summer working with Macworld's online team in San Francisco.*

"Paul was very supportive of the idea," Kneppers said. With one obvious — and significant — caution: both magazines for which Kneppers serves as editor- in-chief — *Macworld* and *Net* — must continue publication without interruption. Given that the two publications employ only two full-time staff members including Kneppers, Copy Editor **Pauline Nieuwhof**, was called upon to

•CONTINUED PAGE 5•

IN BRIEF

IDG Austria Launches Networking Supplement



NetWorks is published for senior telecommunications and information managers to assist them in the IT decision-making and purchasing processes. The supplement, which will appear bi-monthly, was launched in the July 24 issue of *Computerwelt*, and has a current circulation of 24,000.

There is only one competing telecommunication publication in Austria, but the daily newspapers and business magazines carry strong IT market news. Editor-in-Chief **Michael Reisner** believes that *NetWorks* will quickly overcome the competition to be the leading source of telecommunications information.

*For more information contact **Wolfgang Igler** at tel: +43-1-523-16-31-26.*

PC World Myanmar Debuts

TODAY MEDIA & INFORMATION HOSTED A RECEPTION AT THE *People's Park Restaurant in Yangon to announce the launch of PC World Myanmar.*

PC World continues to find new readers around the globe, most recently in Myanmar (formerly known as Burma). *PC World Myanmar*, which launched Aug. 19, is being published by IDG's Yangon-based licensee, Today Media & Information Ltd. On hand at the launch ceremony were high-ranking government officials, educators and local business professionals. **Jimmy Yu**, director of marketing at IDG Singapore, represented IDG at the reception. *PC World Myanmar*, which will have an initial monthly circulation of 3,000, faces competition from only one other publication in the local market, according to **Dr. Tha Tun Oo**, chairman of Today Media & Information. "And we are the only magazine to have a license agreement with a major U.S. publisher," Oo said.

NW Introduces New Seminars

Fundamentals of Networking and Data Communications, the newest event produced by *Network World* Technical Seminars, will kick off a 10-city tour on Oct. 16.

The seminar is part of *Network World*'s Foundation Series, designed to deliver information on the technologies and strategies comprising the foundation for all other network and IT knowledge. Network consultant, author and lecturer Ray Horak will direct and present the seminar.

All IDG employees are eligible to attend at a 50% discounted rate of $447.50. The rate includes a comprehensive seminar workbook, a copy of IDG Books' international best-seller, *Networking For Dummies*, lunch and refreshments both days.

To register, call 1-800-643-4668. For a seminar outline, call the Network World fax-back information line at 1-800-756-9430 and request document #90.

FUNDAMENTALS OF NETWORKING AND DATA COMMUNICATIONS

Oct. 16-17,	**New York Vista Hotel, New York City**
Oct. 19-20,	**Stouffer Concourse Hotel, Washington, D.C.**
Oct. 23-24	**Hyatt Regency O'Hare, Chicago**
Feb. 12-13, 1996	**Irvine Marriot, Irvine, Calif.**
Feb. 15-16, 1996	**Infomart, Dallas**
March 4-5, 1996	**Wyndam Garden Hotel, Atlanta**
March 7-8, 1996	**Penn Tower Hotel, Philadelphia**
April 15-16, 1996	**Royal Sonesta, Cambridge, Mass.**
April 18-19, 1996	**Hyatt Regency, Minneapolis**
April 22-23, 1996	**Sir Francis Drake, San Francisco**

ADDRESS CHANGES

International Publishing Services has moved to:
31 Milk Street
Suite 210
Boston, Mass.
02109

Phone and fax numbers remain the same.

International Marketing Services has moved to:
500 Old Connecticut Path
P. O. Box 9377
Framingham, Mass.
01701-9377

Tel: 508-628-4848
Fax: 508-270-3886

***PC World Belarus* has new telephone and fax numbers:**
Tel: 7017-2200-680 **Fax: 7017-2201-992**

ON LINE

JEFF MEERS,

president, IDG Marketing Services/Europe, is this week's guest columnist. Part II will appear next week.

What is the mission of IDG Marketing Services/Europe?

In the U.S. our group has two counterparts — MSD and IMS. In Europe we integrate the two functions. Our mission is to influence clients to increase IDG revenues and profitability throughout Europe. We do this in two ways:

Directly. Our new IMS sales force in Staines, Paris and Munich sells ad space in IDG publications to European clients wishing to purchase centrally.

Indirectly. Our Client Service team (Andy Hart, Charles Helliwell and Adrian Jones) are tightly focused on the European headquarter staff of our top 15 Pan-European clients in order to build marketing partnerships across all IDG business units. The benefits of a close working relationship are numerous:

- Increase awareness of and opportunities for all IDG business units.
- Reinforce IMS/Europe's "KWIC Proposition" — Knowledgeable, Worldwide, Innovative Communications.
- Influence clients' marketing strategies via innovative and informative marketing, research and ideas.
- Be the eyes and ears for local business units to give competitive advantage and increase IDG market share.
- Develop integrated, multi-business unit campaigns maximizing usage of IDG products and services and delivering incremental revenue.

The IMS marketing team supports direct and indirect sales with targeted campaigns ranging from consultancy projects, research on hot IT issues such as enterprise computing and home use of PCs to direct mail campaigns. In particular, the highly successful European Global Summit, held for the first time in Barcelona in May, will become an annual event — a must for all Pan-European IT marketers!

What are the differences between your group, Peter Horan's Marketing Services/U.S. and Frank Cuttita's International Marketing Services? How do your groups work together?

Peter Horan's group is focused on U.S. domestic expenditure. They write "client contracts" which ensure IDG maximizes market share. We do not write contracts of this kind in Europe. However, all of the marketing support and added value research and marketing insight provided by MSD/U.S. is identical to that which we provide our European clients.

Frank Cutitta's group sells international campaigns to U.S.-based clients who wish to centralize their advertising bookings. This sales model is identical to the IMS sales model in Europe.

Peter, Frank and I get on well and work extremely closely together. In fact, we are starting to operate as one seamless team — from a global client perspective — so that the IDG global promise can be fulfilled. This promise demarcates IDG from the competition on a global scale.

What are some of the main differences between the European and U.S. markets that make your work distinct from that of the MSD and IMS groups in the U.S.?

The key difference is that the U.S. market is further advanced in most IT sectors and can be treated more homogeneously. In Europe, there are big differences between countries and even differences within countries. The language problem is a major barrier to Pan-European campaigns, as are the trading laws and channel differences.

In addition, there are strong local competitors, so the brand penetration by country can vary dramatically. The pricing of products is often radically different country by country. Our market, therefore, is much more fragmented — we do not enjoy the benefit of scale found in the U.S. We have over 120 different titles in Europe.

You have a background in advertising. What sparked your interest in being on the other side of the deal?

Actually, I have a background in market research, strategic planning, advertising and online information. When I was told about this job I quickly realized that this is the best marketing job in Europe. The IT market is the biggest and most dynamic market and IDG is the marketing thought leader. It was actually an easy decision — I couldn't resist the challenge!

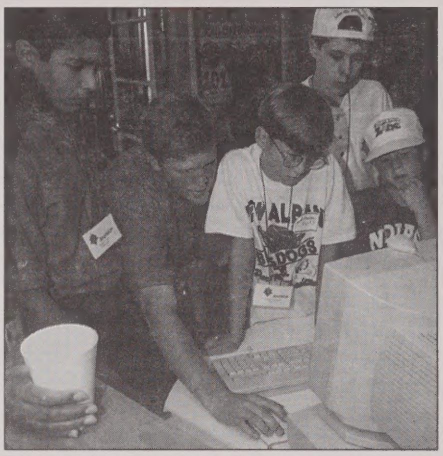
IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

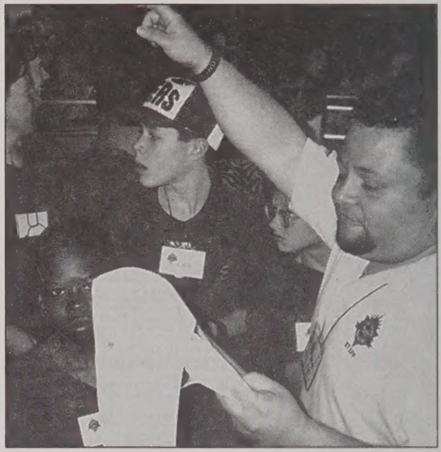
Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

GamePro Stages ‘Blockbuster’ Promotion

Second annual World Video Game Championship attracts more than 300,000 participants worldwide



BILL MEYER, ASSISTANT EDITOR AT *Electronic Entertainment, previews an E2 CD-ROM with the finalists.*



LAWRENCE NEVES, GAMEPRO SENIOR *editor and emcee for the day, directs finalists to their gaming stations at Planet Hollywood.*

MEMBERS OF THE GAMEPRO EDITORIAL STAFF AND TOURNAMENT FINALISTS GATHER *at IFTW headquarters. (Back row l-r):* ***Lawrence Neves****, senior editor;* ***Valerie Hennigan****, marketing manager;* ***Allan McGraw****, assistant content editor, Electronic Publishing;* ***Jon Robinson****, GamePro reviews; (second row l-r): U.S. finalist; New Zealand finalist; U.S. finalist; Genesis World Champion Ricky Frazier; Ruth Souroujon, project manager; Nintendo World Champion Leon Kane; U.K. finalist;* ***John Rousseau****, executive VP; U.S. finalist;* ***Chris Nicolella****, associate editor;* ***Chris Strodder****, senior editor;* ***Paul Curthoys****, copy editor;* ***Wes Nihei****, editor-in-chief. (Front row l-r): Argentina finalist; U.S. finalist, U.S. finalist; U.S. finalist.*

Capping four weeks of intense world wide qualifying competitions, the staff of *GamePro* magazine mounted its second annual Blockbuster World Video Game Championships on Aug. 21 at Planet Hollywood in San Francisco. Some 300,000 kids in eight countries had participated at one of 3,000 Blockbuster Video stores for a chance to fly to California, compete as finalists and become editor for a day at *GamePro*.

The 11 finalists faced off on two platforms with one victor emerging as the champion for each. The Genesis World Champion was Ricky Frazier of Neptune Beach, Fla., and the Super Nintendo World Champion was Leon Kane of Kingston Surrey, England. Finalists played several rounds of games with the final game of Batman Forever making its debut at the championships.

GamePro editors **Chris Nicolella**, **Chris Strodder**, **Jon Robinson** and **Austin Leinenger** served as the officials, and the event was hosted by *GamePro*’s legendary Scary Larry, a.k.a. Senior Editor **Lawrence Neves**. **Francis Mao**, creative director at Infotainment World, and his talented crew designed all the promotional material to complement the activities including the special championship bomber jackets that were presented to the winners.

The following day, all 11 finalists and their touring entourage, including parents, photographers and representatives from Blockbuster, descended upon Infotainment World headquarters in San Mateo, Calif., for a full day of activities. Following a confetti-filled welcome by the entire IFTW staff, **Wes Nihei**, *GamePro*’s editor-in-chief, and **John Rousseau**, IFTW executive vice president, extended an official welcome to the group.

The finalists toured the facility with their *GamePro* escorts, **Sean Tolan**, **Alicia Reed** and **Ruth Souroujon**, stopping along the way to access Scary Larry’s phone hotline, check out *Game-Pro*’s new online service with America Online and visit each department to learn firsthand what goes into publishing their favorite magazines, *GamePro* and *Electronic Entertainment*. The tour highlight was a stop in *GamePro*’s top-secret Game Test Lab, where the kids had an opportunity to play and review several yet-to-be-released game titles. The two world champions’ reviews will be published in *GamePro*’s December issue.

“We were really pleased with the success of this event,” Rousseau said. “Our relationship with Blockbuster continues to grow, and this type of ‘event marketing’ has opened up many doors for our publications within the Viacom family of companies. Most important, it’s great fun for our readers. We look forward to next year’s tournament.”

IDG Job Opportunities Update
Monday October 2, 1995

EXECUTIVE EDITOR (CONNELL COMMUNICATIONS)
An Executive Editor is sought for Maximize, a growing consumer magazine covering Microsoft Windows. Responsibilities include planning and creating each issue, managing in-house and freelance staff, scheduling and budgeting. Knowledge of the PC and Windows marketplace essential. Previous editorial management experience a must. Industry and editorial contacts a plus.

ANCILLARY PRODUCTS ADMINISTRATOR (CONNELL COMMUNICATIONS)
The Music Division is seeking an organized, personable individual to handle its ancillary products administration. Responsibilities include customer service, data entry, customer file maintenance, payment processing and report generation. MS Windows experience a must. (This position is for 30 hours/week)

ADVERTISING SALES (CONNELL COMMUNICATIONS)
CCI is seeking an inside advertising sales professional to join the IT sales team. Successful candidate will sell advertising space to new and existing accounts. Excellent oral and written skills essential. A minimum of 2 years inside sales experience within the high-tech community required.

GRAPHICS & ART DIRECTOR (CONNELL COMMUNICATIONS)
The ideal candidate will be responsible for complete layout and production of one magazine, consisting of monthly layout of editorial pages, acquisition of art, trafficking and color separations, and preparation of electronic color for output. Additional duties include: Acting as liaison with prepress and editors , scanning archives accessible by datalink, overseeing prep charges and budgets and ensuring all final documents are prepared for output. Quark, Illustrator and Photoshop skills required. Excel skills a plus. Magazine prep and design experience necessary.

NEW ENGLAND REGIONAL MANAGER (CIO)
The individual in this position will be responsible for ad sales for CIO/WebMaster in the NE region. A minimum of 3-5 years of sales experience in hi-tech publishing or highly transferable skills required. Excellent communication skills necessary. Presentation skills a must. Knowledge of the industry essential.

OFFICE SERVICES ADMINISTRATOR (CW)
The selected candidate will oversee daily operations of the Burlingame and Irvine offices and execute policies set by management. This position will support approximately 36 people. Responsibilities include facilities management, supervision of a receptionist and processing invoices for payment. Individual will plan all internal functions while working within budget guidelines. Related business experience and computer literacy a must.

RECEPTIONIST (CW)
The individual in this position will be responsible for answering telephones, greeting visitors, managing calendars, word processing and a variety of projects as needed. Exceptional telephone manner and PC literacy required.

SENIOR EDITOR (CW)
Computerworld is looking for a feature writer on information systems and organization management topics. Candidate will write 500-1200 word stories plus short items for the Management section. Individual must be experienced in covering technology, business and management for IS and/or business audiences. Excellent interpersonal skills required. A minimum of 5 years business journalism experience required.

PART-TIME REPRINTS COORDINATOR (CW)
The individual in this position will assist with the coordination of paperwork, billing and phone requests. Basic knowledge of printing required. Excellent communication and organizational skills are necessary. Familiarity with the Macintosh helpful but not required. (10 hours/week)

JUNIOR DESIGNER (CW)
The Junior Designer position requires a minimum of 2 years business experience. Proficiency with the MAC essential. Knowledge of the PC a plus. Candidates must be energetic and able to work in a fast-paced, deadline oriented environment.

SENIOR EDITOR (CW)
Successful candidate will play a leadership role in directing Computerworld's coverage of information systems careers and recruitment of IS professionals. Responsibilities will include editing the Careers section. A bachelor's degree plus strong communication skills required. Previous experience writing or editing in a computer or business press necessary.

SALES & MARKETING DATABASE SPECIALIST (CWDD)
The selected candidate will process incoming surveys, edit survey responses on-line and perform some collecting of telephone data. Individual must be detail-oriented, articulate and possess PC skills. Knowledge of Excel and FoxPro a plus. Marketing/market research or business degree preferred.

SENIOR TECHNICAL ANALYST (FCW)
The individual in this position must have a minimum of 2 years experience in developing and testing network equipment and using a variety of network operating systems. Strong writing skills required. Prior experience writing tests for LANs preferred.

IS MANAGER (FCW)
FCW is seeking an experienced network administrator and user support professional to be the foundation of the IS department. Software applications include MS Office, cc:Mail and Lotus Notes with both Mac and Intel Hardware. There are 45 users in the Falls Church location with several remote offices throughout the U.S. A minimum of 5 years experience or BS in a related field required. Expertise with Novell Netware, LANs, DOS, MS Windows and E mail required.

DESKTOP SUPPORT SPECIALIST (IDC)
Ideal candidate will work with the IS Operations Group to provide Mac and PC hardware, software and network support, including configuration, installation and repair for internal users on a Novell 3.1x network. Duties will include routine administrative functions for Novell network and IDC E-mail systems in the western region. Additional responsibilities include replacing parts and installing new equipment. Individual will provide on-site support for the telecommunications system, including vendor relations, problem management and phone setup. A minimum of 2-4 years experience in PC Desktop support essential. 1-2 years network and e-mail administration plus a BS in CS or the equivalent required.

RESEARCH MANAGER: UNIX + SERVER OS (IDC)
This position requires a minimum of 5 years experience in UNIX software. Excellent writing and analytical skills necessary. Responsibilities will include following server operating environments from a software perspective, specifically middleware for messaging, data gateways, transaction processing and object management.

ADMINISTRATIVE ASSISTANT, IS (IDC)
Responsibilities in this position include but are not limited to: data entry, copying, filing, mass mailings and travel arrangements. A minimum of 2 years experience plus familiarity with cc:Mail, Excel and MS Word for Windows required. Additional duties will include management of the IS purchase orders and invoices, maintenance of IDC e-mail directories, maintenance of customer records for the Electronics product group and organizational support for members of the department as needed.

ADMINISTRATIVE ASSISTANT, MARKETING (IDC)
The individual in this position will be responsible for faxing, photocopying, order fulfillment, envelope stuffing, database management and conference registration. Strong organizational and typing skills necessary. Knowledge of Mac software and Filemaker Pro Database Management required.

ASSISTANT BRAND MANAGER (IDG/B)
Successful candidate will assist with creating and tracking promotions, catalog copy and sales tools and administrative processes. Individual will write catalog copy, correspond with authors and assist in PR efforts. Duties will include getting new books to reviewers and integrating reviews in promotional materials.

DIRECT ACCOUNT EXECUTIVE (IDG/B)
The individual in this position will work closely with representatives in the US. He/she will phone bookstores/retailers in many states and prospect for new business with top retailers. Candidate should have business-to-business telephone experience and knowledge of computers. Must be a team player, disciplined and have the desire to make contacts and sales.

EXECUTIVE ASSISTANT (IDG/B)
Selected candidate will provide administrative and clerical support to the VP and Group Publisher. Duties will include typing, correspondence, filing, phones, faxes, mailings organizing meetings and other projects as assigned. Responsibilities also include special projects and reports involving collection of statistical data and information, thereafter analyzing and reporting the results. A minimum of 3 years corporate experience required. Degree preferred. Thorough knowledge of MS Word, Excel, Powerpoint, Act, databases and E-mail for the Mac essential.

ACCOUNT MANAGER- NOVELL PRESS (IDG/B)
Ideal candidate will be responsible for maintaining and increasing the sales and market position of IDG/B and creating new customer alliances within specified geographic and corporate areas. Responsibilities include maintaining, managing and improving business costs. He/she will travel and participate in regional/national shows and conferences for IDG Books Worldwide. Thorough knowledge of publishing sales and wide exposure to the computer industry required. Excellent communication and leadership skills necessary.

INTERNATIONAL ACCOUNT MANAGER (IDG/IMS)
The individual in this position will be responsible for selling and servicing US IT companies exhibiting in IDG's trade shows in Europe, Asia and Latin America. A minimum of 5 years proven success in sales in the advertising, trade show or IT industry preferred. Domestic and International travel required. College degree necessary.

SENIOR EDITOR (IFW)
This position requires extensive industry and editing experience along with the ability to work with and/or lead and develop a team of analysts and test developers. Knowledge of email packages, modems, cellular devices, remote access products, data communications software, on-line services and other communication products necessary. A minimum of 5 years editing experience, preferably on a weekly publication required.

ASSISTANT EDITOR (IFW)
This position will assist associate and senior editors in Reviews and Testing. Candidate will work with both LAN and DTP teams performing research, fact checking, data formatting, basic editing and other editorial tasks. A minimum of 1 year experience writing for a publication or a computer related business required. A Liberal Arts degree, preferably in English or Journalism necessary.

TEST DEVELOPER, ENTERPRISE (IFW)
InfoWorld is looking for an individual with writing skills and experience integrating networked systems and applications to join the IFW team in the InfoWorld labs. He/she must be able to work with mixed network topologies, multiple network operating systems, e-mail products, gateways and routers. NetWare and Unix experience required. Programming and database skills a plus.

EDITORIAL DIRECTOR (IMI NEW VENTURES)
The qualified candidate will be responsible for launching a series of on-line and print newsletters for IMI New Ventures and their partner, Netscape. Individual will develop and manage an editorial team, producing high quality content for a web site as well as print newsletters. Candidate must have the ability to find and hire talented editors and writers who have knowledge of the Internet as well as Netscape products and technology. Internet experience essential.

INVENTORY CONTROLLER (MAC)
Selected candidate will work with the Lab Director to maintain a complete ordering, receiving, shipping and inventory system to track all hardware and software in the Lab. This position requires 2-3 years job experience in shipping and/or traffic control. Knowledge of computers necessary. Excellent writing and organizational skills necessary. Must be able to lift 45 lbs. An AA degree preferred, but not required.

ASSOCIATE EDITOR, DEPARTMENTS (MAC)
This position will develop the editorial content for assigned departments in conjunction with column editors, and direct the focus of existing columns and departments in addition to implementing changes to reflect changes in the marketplace. Individual must be familiar with personal computer technology, products and their applications. Excellent analytical and journalistic skills necessary. A minimum of 4-6 years on the job experience in computer journalism required.

ASSISTANT DESIGNER / INFORMATIONAL GRAPHICS (PCW)
The individual in this position will be responsible for informational graphics (charts & diagrams), scanning, spot illustrations, department layouts and administrative support. A minimum of 3 three years background in magazine design or general graphic design required. Macintosh literacy a must. Strong skills in visual problem solving, illustration and digital prepress required.

ACCOUNT MANAGER, PC WORLD CARD DECK (PCW)
The Account Manager will prospect, sell and service established and new accounts through telemarketing techniques. A minimum of 2 years telemarketing sales experience, working knowledge of PC's, products and the marketplace required. Excellent written and verbal communication skills essential. Organizational skills a must.

WESTERN ADVERTISING DIRECTOR (PCW)
The individual in this position will manage the West Coast sales staff. Responsibilities include forecasting monthly and quarterly ad pages and revenue, maintaining strong agency and client relationships while establishing new relationships, calling Western sales representatives and personally managing some West Coast accounts. Candidate must possess excellent industry knowledge and outstanding leadership skills. A minimum of 5 years selling experience plus 2 years sales management experience required.

COPY EDITOR MULTIMEDIA WORLD (PCW)
The selected candidate will be responsible for copy editing, proofreading, copy fitting, extensive work with tables and tracking articles through production. He/she will assist in determining house style, work with editors and designers to ensure clarity and accuracy and help to maintain the high editorial standards. A minimum of 2 years experience in magazine copy editing and production required. Thorough knowledge of the Chicago Manual of Style required. Excellent word-processing skills on the Mac essential.

******Please refer to your September 18th issue of the *IDG World Update* for HR contact information.**

IDG WORLD UPDATE's Local Loop

FOR SALE

•**1988 Acura Legend LS, 4-door sedan**. Sunroof, a/c, power windows and locks, leather interior. All maintenance records. $7,800 or best offer.

-Shirleen McDougall, IDC, 415-962-6424

•**1993 Mercedes Benz 190E 2.6 (V6)**. Rare sportline series, spruce green with parchment leather interior. All power, 4-door, alarm. Superior condition, 20,000 miles. $25,500. Call Michelle at 617-942-0210.

- Clare O'Brien, Network World, 508-875-6400, ext. 505

•**1988 Jeep Wrangler**. White with almond top and interior. 5-speed, 4-cylinder, 4-wheel drive. New roof, tires, clutch, exhaust and starter. One owner, no rust, excellent shape. Always dealer maintained — all service records available. 80,000 miles, mostly highway. $5,800 or best offer.

- Michael Siggins, CIO, 508-935-4458

•**1991 Ford Probe**. Black, 5-speed, 6-cylinder, a/c, AM/FM cassette deck, sun roof. 50,000 miles — runs good, looks great! $7,100 or best offer.

- Donald Young, CSC, 617-534-1205

•**1992 Geo Tracker**. Convertible, yellow with black roof; 5-speed, 4-wheel drive, power steering, power brakes, AM/FM radio. One owner, 55,000 miles, excellent condition. $8,400. Call Allen at 603-899-6935 (until 8 p.m.) or 508-632-6600, ext. 153 (Mon.-Fri. until 4:30 p.m.).

- Carolyn Novak, Computerworld

•**Waterbeds (2)**. Super single bed has six drawers for handy storage; queen bed has limited motion baffle. Both heated for cold-weather comfort, in excellent condition. Over $500 new, asking $75 each.

- Paul Fitzgerald, IDG Research Services, 508-370-0855

• **Puppies for sale!** Three male AKC registered Yorkshire Terriers, born Aug. 3, available Oct. 15. They are expected to weigh approximately 3 1/2 to 4 lbs. when fully grown.

-Madeleine Spencer, IDC, 508-875-5000

•**Super NES Gaming System**. Challenge the limits of your imagination with the ultimate dimension of video game power! Entire system and connections intact and barely used. 3-D graphics, spectacular color, digital stereo sound, high-tech controllers. Super Mario World and Mortal Kombat as well as four other tapes included. $200 or best offer.

- Gloria Ciolek, CW Database Division, 508-628-4784

•**Child's bed**. White wood twin bed with headboard and footboard. Mattress included. Like new. $100.

- Shelia Lynn, IDG Books, 415-655-3032

•**Baby furniture**. Simmons Glendola crib with mattress and Simmons three-drawer dresser with flip-top changing table. In excellent condition. Retails at Boston Baby for over $1,000; asking half price.

- Cynthia Laird, CIO, 508-935-4086

•**Exercise bicycle**. Health Rider. Three months old, almost never used due to injury. Must sell. New, worth over $500; asking $450. Includes instructions, tapes, book.

– Heather Guinard, Active Media, 603-472-2421
or 603-622-4261

•**Burgundy, damask antique couch set:** couch, loveseat, ottoman. $1,100 or best offer. **Oriental rug**. Blue wool, 8 by 11 ft., $275 or best offer. **Computer desk**. Solid wood with glass top, $175 or best offer.

- Vanessa Silva-D'Amelio, IDG Marketing Services,
415-676-3002

•**House**. Medway, Mass. Absolutely adorable multi-level home with open floor plan. Six rooms, three bedrooms. Newly renovated kitchen and family room. Living room with fireplace and vaulted ceiling. Lots of closets, pantry and storage space. Attic fan and pull down stairs. All appliances included. Motivated seller! $141,900.

- Toni O'Connor, Computerworld, 508-820-8566

• CONTINUED ON BACK •

Send your ads in by Oct. 31 in order for them to appear in the Nov. 6 issue! (Coupon on back page.)

IDG WORLD UPDATE's Local Loop

VACATION RENTALS

•**Squaw Mountain Village condo on Moosehead Lake, Maine.** Two bedrooms, two baths, deck, fireplace, golf, tennis, beach, pool and marina. Available for weekly/monthly rental.

- Alexandra DiIeso, Macworld, 508-370-0831
or 617-923-1788

SERVICES

•**Small group home daycare**. Full- or part-time openings available now. Personalized care, safe and quiet neighborhood, fenced yard with swing set and Little Tikes equipment. 13 years experience, CPR/first aid certified, license #91931. Call Michelle at 508-562-5077.

- Kenneth Fuller, IDG Credit, 508-935-4232

MARRIAGES

•**Cynthia Mazzola** (Macworld) married Jeffrey B. Neustadt on Aug. 26.

•**Deborah Winders** (Network World) married Barry Sharcot on Sept. 3.

•**Sara Evangelous** (CIO) married John McGarry on Sept. 3, in Sturbridge, Mass.

BIRTHS

•**Susan Collins** (Network World) and her husband Martin welcomed their second son, Justin Anthony, on Aug. 9. Justin weighed 7 lbs., 10 1./2 oz. He joins his brother Evan, 3, at home.

•**Becca Patton** (Infotainment World) and her husband Cal welcomed their first child, Nicholas Michael, on Aug. 18. Nicholas weighed 7 lbs., 13 oz. and was 20 inches long.

A PICTURE'S WORTH A THOUSAND WORDS

Beginning with the Nov. 6 edition, The Local Loop will run photos, space permitting, with your ad or announcement. Photos may be black and white or color (please no slides) and can be returned upon request. Just attach your photo to the coupon below and send to IDG World Update.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

Your name: ____________________

Business unit: __________ Tel: __________

Mail or fax to: IDG World Update,
31 Milk St., Suite 210,
Boston, MA 02109
fax: 617-423-0712

GLOBAL FELLOWSHIP

continued from page 1

shoulder much extra responsibility. “Without Pauline, I absolutely could not have done this,” said Kneppers. “We were in touch every day by phone and E-mail.”

With both groups now signed on, Kneppers turned to the logistics of his trip. As luck would have it, **Martha Stephens**, IDG vice president, corporate HR, and **Tom Mathews**, director, corporate/international HR programs, were in town to meet IDG’s staff. When Kneppers explained his plan, they told him it was exactly the type of arrangement the company’s Global Fellowship Program had been created to facilitate.

Sponsored by IDG’s Corporate Human Resources Department in Framingham and administered by the Global Product Support Centers for each of IDG’s major publishing lines as well as IDC, the Global Fellowship Program provides funding grants to allow a select number of employees to work on short-term assignments at another IDG unit, anywhere around the world. Participants can learn from their colleagues at the host business unit, while sharing their own knowledge and expertise.

Kneppers applied for and was granted a fellowship, and in less than 30 days, was on a plane for San Francisco. He spent most of July working as part of *Macworld*’s six-person Online team. “Oscar had an honest desire to participate in the launch of a major Web site, and we were pleased to share our strategies for content, technology, and business development,” said Stefanac. “Besides helping us to brainstorm the structure of the site, he learned HTML and coded several areas on our site. Because he could draw on his experience as head of an entrepreneurial magazine, he often contributed practical and sophisticated observations and suggestions.”

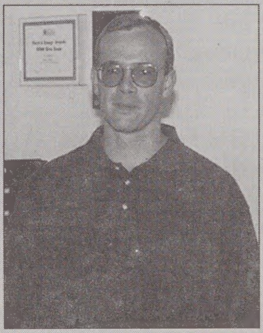
“This was a fantastic opportunity for me to build my own knowledge,” said Kneppers. “In addition to working with the *Macworld* team, I was able to meet with many experts in specific fields of online publishing.” Kneppers also met with Mark Pesce, co-developer of VRML, and Cliff Stoll, author of *The Cuckoo’s Egg* and *Silicon Snake Oil*.

“Immediately after I returned to the Netherlands I headed up an Internet task force with editorial, sales and marketing people to discuss our possibilities for online publishing. As things look now, we will have the most active and best-visited site on Computer-related information. We will launch our Web site at the end of November at HTTP://WWW.IDG.NL.

“We like to tout *Macworld*’s global reach,” said Stefanac, “but the fellowship program allowed us to experience the benefits of cultural and professional cross-pollination in a very real and productive way. We look forward to working together with Oscar and his team in the Netherlands as they develop their own Web site.”

FELLOWSHIP PROGRAM HELPS IDG MEDIA GET A LEG UP ON THE COMPETITION

When IDG Media’s *SonyPro* magazine launched late last month, one of four brand new publications in the U.K. targeting Sony’s new Playstation game platform, it contained several pages of news and reviews unavailable to its competitors in the local market. Thanks to IDG’s worldwide network of branded publications and the company’s new Global Fellowship Program, which helps business units create synergies and facilitate the sharing of expertise and information, an editor from IDG Media had spent almost four weeks at *GamePro*’s San Mateo, Calif., offices familiarizing himself with — and writing about — Playstation software not yet released in the U.K.



SMITH

“One of our competitors got the nod from Sony to become the ‘official’ Playstation title,” noted Rob Smith, deputy editor at IDG Media’s *CD Powerplay*. “We needed a way to get in the back door and overcome their advantage.” The key to that back door came in the form of an IDG Global Fellowship grant from IDG’s Corporate HR Department in Framingham, which is defraying the cost of Smith’s seven-week assignment at *GamePro*.

IDG Media Managing Director Richard Hease and *GamePro* U.K. Publisher Denise Wright approached Infotainment World Executive Vice President John Rousseau with the idea of leveraging *GamePro* U.K.’s place in the local market and bolstering the *SonyPro* launch by tapping into the expertise of the U.S. *GamePro* staff. “Bringing Rob over to the U.S. has given the U.K. staff a direct link to timely editorial and graphics necessary for this launch,” Rousseau said.

“From our side, *GamePro* U.S. wins too because Rob has provided our editorial team with some great insight into the U.K. market and the growing number of software developer companies coming out of that market. We are also looking into how we can assist the U.K. team in securing advertising revenues from major U.S. video game clients and some of our growing stable of ‘out of category’ clients like Levi Strauss, Clearasil and Fila.”

“Everybody here has been really, really helpful,” said Smith. “Before I arrived, we weren’t sure how much information I’d be able to get, but it’s been much more than we even hoped for.”

Smith said he anticipates the relationships he has developed at *GamePro* will benefit both offices as time goes on. “I expect that the information sharing will be a two-way street. While many launches do take place first in the U.S., some releases are made first in Europe,” Smith said, “and the information should be going backward and forward.”

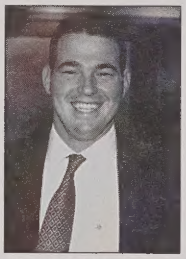
“We hope to return the favor next year,” added Rousseau, “and send one of our employees over to the U.K. Especially, if Tom Mathews is picking up the tab!”

NOTEWORTHY

PROMOTIONS

Candace O'Keefe has been named associate research analyst at the *Computerworld* Database Division. Candace joined CWDD in Sept. '94 as a quality assurance specialist. "Candace brings a solid academic background plus real-world research experience to this newly created position on our research team," noted **Alan Farias**, manager of primary research at CWDD. "I'm very happy that she could join us."

NEW EMPLOYEES


FITZGERALD

Sean Fitzgerald has joined *Computerworld* as a sales assistant for the South Atlantic region. Sean worked most recently in a similar capacity at the International Communications Industries Association where he sold booth space for INFOCOMM International. He earned a BS in mass communications from Virginia Commonwealth University and enjoys tennis, basketball, movies and travel.

Judy DeMocker has signed on as a copy editor for *InfoWorld*. Before joining the company, Judy worked as an editorial assistant for *Embedded Systems Programming* magazine. She has a BA in creative writing from the University of California/Santa Cruz and counts boogie boarding, billiards, improvisational comedy and fiction writing among her favorite interests.

ANDRADE

InfoWorld also welcomes **Anthony Andrade** as an account executive. Anthony earned a BA in communications from California State University/Fullerton and worked most recently as an account executive for *Investors' Business Daily*. He lists tennis, art and travel as his outside interests.

MARKETING SERVICES EUROPE

continued from page 1

IDG MARKETING SERVICES' NEW SALES TEAM TAKES OVER FROM OLIVER, SMITH *and Partners. (Left-right): **Edward Tijdink**, manager, International Sales (U.K.); **Emma Morant**, production director; **Paul Shalet**, director, International Sales (U.K.); **Jeff Meers** (seated), president, IDG Marketing Services/Europe; **David Harmer**, manager, International Sales (U.K.); **Lisa Copland**, manager, Sales Support; **Catherine Spence**, assistant to the president; **Khalil Ibrahimi**, manager, International Sales (U.K.); **Louise Elliker**, Sales Support executive.*

one of the founding tenants of IDG Marketing Services/Europe. A 1994 brand awareness study conducted by the group found that while IDG publications in Europe are recognized leaders in their individual markets, there is limited recognition of IDG as the parent company or a brand in its own right.

"Our clients have been happy with OSP, and that makes my job a lot easier," Shalet said. "The combination of IDG's resources, an organization like Marketing Services and the growing international presence of IT companies in our region now justifies the need for a central, internal IDG sales presence."

Shalet joined IDG from TMD Carat where he had spent six years, most recently serving as associate director, responsible for strategic planning and international coordination of all press and media buying for Pan-European accounts. Shalet and his group will work closely with Director, Client Services for Marketing Services/Europe, **Andy Hart** and his team to fully access IDG's resources and provide clients with a truly "multi-tiered" marketing solutions.

IDG Marketing Services/Europe will focus on providing central buys into IDG publications throughout Europe and the world. Shalet will coordinate with the sales teams of the individual IDG publications and augment the other services that Marketing Services provides to its customers — project management, marketing consulting, research, event management, direct marketing and custom publishing.

A Lotus Notes database containing a complete inventory of all Pan-European HQ customers and prospects has been created by Marketing Services and is accessible to all IDG employees currently on Notes. In addition all research and presentations can be accessed.

The IMS sales teams led by **Claude Bril** in Paris and **Tina Olschlager** in Munich are part of the IDG Marketing Services/Europe International Sales team — effective Oct. 1. *For more information about the group or accessing the Notes database call **Richard Buckley** at +44-1784-210-210.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Helga Biesel - IDG Germany

SIXTEEN YEARS
Nancy Mallette - IDG

FIFTEEN YEARS
Steve Woit - Computerworld
Maria del Carmen Doehler - IDG Germany

FOURTEEN YEARS
Karen Giffhorn - IDG Germany
David Brown - Infovision International

THIRTEEN YEARS
Nilcimar Oliveira - IDG Brazil
Kim Myhre - IDG Marketing Svcs./Europe

ELEVEN YEARS
Anton Paunert - IDG Germany
Ingrid Holzbauer - IDG Germany
Juan Marquez - IDG Spain
Melvyn Bennett - IDG Hong Kong
Maureen Mottonen - IDC Canada

TEN YEARS
Heiderose Witte - IDG Germany
Carol Spach - CIO

NINE YEARS
Elizabeth Phillips - Computerworld
Susan Thaxter - Computerworld
Sui-Lan Vignal - IDG France
Claude Giffard - IDG France
Joanne Hoffman - Macworld
Cheryl Podda - IDG Australia
Michael O'Neil - IDC Canada

EIGHT YEARS
Lauren Black - Macworld
Pascal Gautier - IDG France
Adriana Amedel - IDG Italy
Laurel Peddie -Infovision International
Rune Antonsen - IDG Norway

SEVEN YEARS
Sylvia Petrella - IDG Italy
László Guttray - IDG Hungary
Betsy Buma - IDG
Terry Jones - IDG

SIX YEARS
Peter Worlock - IDG Media
John St. Martin - IDC
Christoph Witte - IDG Germany
Marcio Lopez - IDG Brazil
Mario Toffoletti - IDG Italy
Anne Nickinello - Network World

FIVE YEARS
Sara Sjöberg - IDG Sweden
Don Tennant - IDG Hong Kong
Christelle Bertrand - IDG France
Agnès Chardavoine - IDG France
Michael Sullivan - Intregrated Media, Inc.
Gerhard Holzwart - IDG Germany
Hans Hausner - IDG Germany
Doris Schulz - IDG Germany
Alberto Ramos - IDG Mexico
Gloria Cuhna - IDG Brazil
Claudia Silva - IDG Brazil
Katalin László - IDG Hungary
Jennifer Rizzo - IDG Marketing Services
George Bulat - IDC Canada
Lori Beth Sadewitz - CIO
Julie Savage - FCW Group
Alex Daunys - InfoWorld
Tom Quinlan - InfoWorld

FOUR YEARS
Hugh Gibbs - IDC U.K.
Linda Devine - IDC
Elizabeth Cooper - Computerworld
Björn Welin - IDG Sweden
Jean-Pierre Antonio - IDG France
Pascal Boiron - IDG France
Domingos Rodriguez - IDG France
Sean Mac Govern - IDC France
Mary Bednarek - IDG Books
Fran Fox - Infotainment World
Jeannine Harvey - Infotainment World
Ines Mühlbauer - IDG Germany
Stephan Scherzer - IDG Germany
Birgit Seifert - IDG Germany
Stefan Ueberhorst - IDG Germany
Britt Kardel Hetting - IDG Denmark
Jose Luis Palacios - IDG Spain
Csaba Mészáros - IDG Hungary
Barry Sanders - IDG Australia
Martin LaMonica - InfoWorld

THREE YEARS
Deirdre Dugan - Macworld
Carey Azzara - IDC
Freeman Bradley - IDC
Sasha Alexander - IDG Interactive Services
Lotta Kempe - IDG Sweden
Diane Steele - IDG Books
Linette Vollaro - Integrated Media, Inc.
Jürgen Hill - IDG Germany
Walter Mehl - IDG Germany
Iris Müller - IDG Germany
Matthias Zimmermann - IDG Germany
Laila Carlsen - IDG Norway
Ahlert Hysing - IDG Norway
Johan den Hartog - IDG Netherlands
Pedro Costa - IDG Brazil
Waterloo Delambert - IDG Brazil
Oscar Gonzalez - IDG Spain
Kim Clark - IDG Books
Cara Cunningham - Int'l Publishing Svcs.
Mary Martin - FCW Group
Laurianne Heine - PC World
Dawn Kezar - InfoWorld
Ruth Eilertsen - IDG Norway

TWO YEARS
Pradip Somaia - IDC U.K.
Patrick Thörnqvist - IDG Sweden
Chris Gaines - IDG Books
Carol Lasker - Network World
Chris Jarmul - Multimedia World
Edith Höllersberger - IDG Germany
Michael Freter - IDG Germany
Jesper Cloos - IDG Denmark
Ana Mª Llorente - IDG Spain
Stan Peck - IDC Canada
Lisa Judd - Int'l Publishing Svcs.
Kelly Martin - FCW Group
Chris Nielsen - Infovision International
Dan Carney - FCW Group
Peter Mayer - InfoWorld
Stacia Burke - InfoWorld

ONE YEAR
George Bronten - IDG Sweden
Martina Cullin - IDG Sweden
Fredérique Stern LaFont - IDG France
Hervé Blanchard - IDG France
Pat Duhl - Multimedia World
Maria Elena Luis - Infotainment World
Robert Steindl - IDG Germany
Wolfgang Sommergut - IDG Germany
Kerstin Lohr - IDG Germany
Margarete Kuther - IDG Germany
Sabine Bünning - IDG Germany
Frank Berberich - IDG Germany
Marcel Schaper - IDG Netherlands
Dorte Toft - IDG Denmark
Frank Gjermand Pedersen - IDG Denmark
Jeff Meers - IMS Europe
Roberta Prandini - IDG Italy
Silvia Merlini - IDG Italy
Paolo Vecchio - IDG Italy
Deborah Vilella - IDG Italy
Mary Morris -IDG
Peter Fabris - CIO

CELEBRATING 10

Mitch Betts

HOME: Bowie, Md.

JOINED IDG: June 1984 as Washington, D.C. correspondent for *Computerworld*. Promoted to bureau chief (July 1988) and national correspondent (December 1989).

CURRENT TITLE: Senior editor for *Computerworld* in the Washington bureau. Responsible for writing about social and legal news, as well as editing the Viewpoint opinion column.

MOST CHALLENGING PART OF YOUR JOB: Coping with information overload.

BEST PART OF YOUR JOB: The freedom to cover the hottest social, legal and political issues of the Information Age.

CAREER HIGHLIGHTS: Co-editing *Computerworld*'s 25th anniversary supplement (1992). Writing groundbreaking stories on such topics as privacy, ethics, cyberlaw, ergonomics, women in IS, computer industry PACs, telecommuting, computerized gerrymandering, IS benchmarking, computer glitches and medical billing fraud.

JOINED IDG BECAUSE: *Computerworld* looked prosperous, had a Washington bureau and an excellent copy desk.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? The corporate culture, *Computerworld*'s editorial integrity, a fascinating beat and new editing challenges.

WORDS TO LIVE BY: I get them from the lyrics of country songs such as, "Sometimes you're the windshield, sometimes you're the bug."

IDG CHAIRMAN PAT McGOVERN (LEFT) RECENTLY HOSTED ***Mitch Betts*** *at a dinner celebrating the Computerworld senior editor's 10th anniversary with the company.*

WHAT IS THE LAST GOOD DEED YOU DID? Helped lost tourists find their way around the nation's capital.

OUTSIDE INTERESTS: Geneaology, country/bluegrass music, Chesapeake Bay blue crabs, the Baltimore Orioles and my three children, Jared, Keturrah and Susannah.

FIVE PEOPLE YOU'D INVITE TO DINNER: Studs Terkel, Isaac Asimov, Garrison Keillor, Thomas Jefferson and my wife, Janan.

MANAGER'S PROFILE: "Mitch is an editor's dream. He's a total professional, a fine reporter and a wonderful resource to his fellow writers and editors. On top of all that, he's so modest about his considerable accomplishments, I know this will embarrass him to death!"

- ***Maryfran Johnson**, CW news editor*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 41

October 9, 1995

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IDG MARKETING SERVICES/U.S. PRESENTS FINDINGS OF "BRAND AND THE BUYING PROCESS"
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Denmark Hits the Net

On Sept. 1, IDG Denmark debuted its World Wide Web server, IDG Web, which incorporates Web pages for all of the company's publications and ancillary products and services. Despite the English name, all of the information on this World Wide Web server is in Danish.

TORBEN NIELSEN

(LEFT-RIGHT): TORBEN B. SØRENSEN, *webmaster, IDG Denmark;* ***Martin Jørgensen****, editor, PC World Danmark; and* ***Stig Boesgaard****, editor, Macworld Danmark, show off IDG Web.*

"We've seen tremendous growth in the interest surrounding the Internet, and especially the World Wide Web lately," said **Torben B. Sørensen**, webmaster at IDG Denmark. "Other Danish publications are already on the Web, and we felt

•CONTINUED PAGE 5•

PC World Iceland Set for December Debut

IDG WORLD UPDATE

PC WORLD ICELAND WILL BE PUBLISHED BY REYKJAVÍK-BASED HEMRA HF. *Publisher* ***Haraldur Hamar*** *(left) and Chief Editor* ***Asgeir Fridgeirsson*** *(right) were in Boston recently to meet with International Publishing Services President* ***David Hill****, Vice President/Licensing* ***Tim Clarke*** *and Licensing Administrator* ***Jennifer Bayon****.*

When it debuts later this year, *PC World Iceland* will establish a couple of firsts. The country, with a population of just over 260,000, represents the smallest market in which IDG currently publishes. And Reykjavík, the capital and home of IDG's licensee, is the northernmost capital city in the world.

But, just as being close to the top of the world does not necessarily mean an unbearably cold climate (Gulf Stream waters generally keep the winter temperatures on a par with Philadelphia) a population of just over a quarter million people does not necessarily imply a tiny readership.

Iceland boasts one of the most literate — virtually 100% — and best educated populations in the world. The country has more bookstores per capita than any other nation. There are three national newspapers, numerous local papers, doz-

•CONTINUED PAGE 5•

IN BRIEF

IDG Books Honored for Influential Marketing Efforts

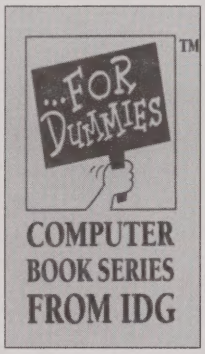
IDG Books has been honored as one of *Advertising Age*'s Marketing 100 for its brand building of the *...For Dummies* series.

The company received this distinction because of its aggressive marketing campaigns and strong global branding strategies, which have resulted in more than 20 million books sold worldwide, translations in 28 languages, and millions of satisfied customers.

"Being acknowledged by *Advertising Age* as one of the top 100 Marketers is an incredible feat for a company that just celebrated its 5-year anniversary," said **John Kilcullen**, president and CEO of IDG Books. "We will continue to deliver a strong global presence through inventive campaigns, and we'll do so until the *...For Dummies* brand is as revered in publishing as Sony is in electronics."

Many of IDG Books' unconventional marketing tactics, which play off the bold yellow-and-black *...For Dummies* book covers, were acknowledged. Among the efforts cited were the midnight post office book promotions for *Taxes For Dummies*; 20-foot tall "Dummies" inflatables promoting bookstore openings; and a sweepstakes for a yellow Mazda Miata, a trip to Yellowstone, and yellow Sony Walkmans.

The awards luncheon, presented by *Newsweek* and sponsored by Silicon Graphics Computer Services and Yellow Pages Publishers Assc., was held Sept. 20 in New York. Kilcullen attended with Dr. Ruth Westheimer in celebration of the August release of *Sex For Dummies*.


...FOR DUMMIES
TM
COMPUTER BOOK SERIES FROM IDG

IDC Customers Prove Powers of Prediction

Attendees at IDC's PC Market Outlook held Sept. 19 in San Jose, Calif., were polled on their feelings about the O. J. Simpson trial. When asked, "Is O. J. Simpson guilty?" 87% of the 200 attendees said, "Yes." In a second question, "Will O. J. walk?" an overwhelming 92% of the attendees answered, "Yes."

"It just goes to show," said Personal Systems Group Marketing Manager **Dara Queen**, "IDC analysts are not the only ones who can predict accurately."

Greek Licensee Adds *Multimedia World* to Lineup

IDG WORLD UPDATE

JOHN DELIS, PUBLISHER, GAMEPRO GREECE, NEGOTIATES A *license for MMW Greece with* **Tim Clarke**, *VP/Licensing for IDG International Publishing Services.*

Delta Graph, IDG's Athens-based *GamePro* licensee, has signed on to launch a local version of *Multimedia World*. The first issue will debut in December with an initial circulation of 12,000.

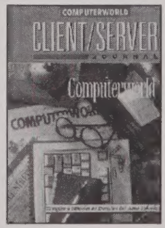
Delta Graph began its alliance with IDG in April. *GamePro Greece*, which targets young male gaming enthusiasts, had an initial circulation of 5,000. In the first three months of publication, circulation revenues increased by 43%.

John Delis, who serves as publisher of *GamePro* magazine, will also head up the new *Multimedia World* venture.

IDG Argentina Launches *CW Client/Server Journal*

Last spring IDG Argentina added the *Computerworld Client/Server Journal* to its existing list of publications. The bi-monthly magazine has a current circulation of 6,000. **Norma Mena**, who serves as editor-in-chief for IDG Argentina's three other titles — *Computerworld, InfoWorld* and *PC World* — also heads up this venture.

The *Client/Server Journal* was first launched by *Computerworld* in the U.S. in August 1993. The Argentine sister publication is only the second to sprout up in IDG ventures around the world — joining IDG Australia's *CSJ* — and coincides with the growing influence of client/server infrastructure in the Latin American nation.



ON LINE

JEFF MEERS

The president of IDG Marketing Services/Europe is this week's guest columnist. Part I appeared last week.

Q Do any of IDG's competitors in Europe have a Pan-European marketing organization like yours?

A We are unique — we have set up a completely new world order in a sales and marketing model.

How are you working to raise IDG brand awareness?

We have presented, and continue to present IDG credentials to all major advertisers and their agencies. We have been paying significant attention to PR and this is already reaping great benefits for the IDG brand.

In all of our client and agency communications we present IDG consistently and strongly. The first European Global Summit enabled us to credibly present IDG as the IT marketing thought leader. We are relentlessly publicizing our brand leadership figures — IDG commands a 33% market share vs. Forstmann Little's 9% market share and VNU's 6%!

Who are your key clients?

Our key clients include Gateway, Unisys, IBM, Lotus, DEC, HP, Apple, Microsoft, ICL, Intel, Dell, Novell, SNI and Compaq. Roughly 65% of Pan-European HQ clients are based in the U.K., 20% in France and 15% in Germany. Ninety-five percent of the key ad agencies for these clients are in London. This spread of clients has dictated our staffing allocation by country.

Our biggest team is in the U.K., but we also have a team in Paris, headed-up by Claude Bril, and a team in Munich, led by Tina Oschlager.

How do you leverage IDG's collective resources to provide optimum service to your clients?

By having one client services director (CSD) act as the lead person for each client account, we can select the most appropriate IDG products and services and "sell" them to the client. The CSDs match the clients to IDG services for mutual benefit.

What are the specific products and services you offer clients?

Direct Sales: industry/country information; media data; volume/multi-country incentives; translation services; production facilities; exchange rate protection.

Client Services: project and project management, CD-ROMs, publishing supplements, list rentals, card deck placement, internal/external promotion of vendor programs, BPA audits, MMS competitive expenditure tracking, database management, online services and white papers.

Consulting and Marketing: development, publishing of research-based information and analysis on IT marketing in Europe; custom publishing; events and seminars; marketing consultancy; European IT marketing newsletters; Wave 5: "Buyers and the Brand" research and Wave 6: "Brand and the Buying Process" enterprise research.

In addition, we will handle global contracts, addressing a growing client-led need to harmonize IDG's offerings for those clients who operate global strategies. Only a very small number of media owners can organize themselves to service global clients and IDG is at the forefront of this new world order.

We have the opportunity to develop preferred partner status with some of our global clients by collaborating with them on global marketing campaigns and developing mutually beneficial business-building programs. IDG will break new ground in global partnerships this fiscal year.

Your group organized the European Global Summit earlier this year — the first event of its kind in Europe. What is the value in this kind of event?

No other conference in Europe focuses on IT marketing issues. We have, in one year, created a quality standard that frankly surprised our target clients and agencies. Getting all of our clients in one place enables them to discuss hot marketing topics.

It also gives IDG credibility — no other publisher has the critical mass in Europe to stage such a quality event and no one else can draw on as many resources, as much knowledge and market access as IDG. It is the best way for IDG to become known and to build personal relationships.

Paul Shalet is now leading your in-house sales team that will do the job previously handled by Oliver Smith and Partners. Why did you make this move and how does it benefit your clients?

The IMS/Europe board made the decision to bring our sales in-house. The market expects the brand leader to sell itself. The brand name OSP obscured the IDG brand and detracted from IDG's leadership position. While OSP did a good job, it was a separate company with no visible link to IDG. Paul's team now works hand-in-hand with our client services and marketing teams to offer broader, more complete and more powerful partnerships.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

Computer Publications Emerge as Top Source for Major IT Buyers

Wave VI of IDG's "Buying IT in the '90s" research series, "Brand and the Buying Process," contains good news for IDG, as computer publications emerge as the most important source of information influencing key buyers' purchasing decisions.

IDG employees got a preview of the research highlights at presentations held on both coasts last month. On Sept. 22, IDG Marketing Services/U.S. launched its three-city, customer event tour with a very successful presentation in San Francisco for more than 160 IDG customers and representatives. The Wave VI "roadshow" is expected to introduce the research to more than 350 technology marketing and media professionals.

For "Brand and the Buying Process," Marketing Services worked with research firm Griggs-Anderson of Portland, Oregon to design and execute a survey of more than 1,800 business and home technology buyers. The results enable Marketing Services to evaluate the strength of leading brands in the PC, application software, and printer categories.

In addition, drawing on questions that probe the respondents' relative importance in the purchase process, Marketing Services is able to segment buyers according to purchase influence and then link brand perceptions to that segmentation. This method greatly enhances a marketer's ability to pinpoint the most influential buyers for a particular brand and to understand more specifically what determines those buyers' brand preferences. This in turn translates into more targeted, efficient marketing communications.

This is where computer publishers like IDG get good news. The most influential group of buyers — "heavyweights" — cite computer publications as an important source of buying information. In fact, 76% of heavyweights cited computer publications over friends/colleagues (33%); manufacturers' brochures/catalogues (25%); VARs or consultants (19%); dealers/salespeople (8%); and television or general interest publications (5%).

"Buying IT in the '90s" is the most comprehensive, continuous research on the purchase process for IT products and services. Marketing Services utilizes the "Buying IT" research extensively in its efforts to help IDG customers improve the targeting of their communications, the effectiveness of their messages and the positioning of their brands. The research strengthens IDG's relationships with key advertisers and fortifies its position as a leader in IT marketing strategy.

Prior studies include: "The People, the Patterns and the Purchase"; "The Channels"; "How to Target: Profit-Based Segmentation"; "Buyers and Your Brand" (completed both in the United States and in Europe) and "Brand Power in Enterprise Computing." *For more information, contact* ***Scott Kleinman*** *at tel:415-676-3021.*

KEY FINDINGS FROM "BRAND AND THE BUYING PROCESS"

1. Hewlett-Packard products are brand powerhouses continuing to gain in strength.

2. In the 1994 study, "Buyers and Your Brand," Apple desktop PCs claimed a huge margin over "Wintel"-based competitors in terms of repurchase likelihood and customer willingness to pay a price premium. That edge has narrowed considerably this year, with gains by desktop brands from Compaq overall, and from Dell and Gateway in particular niches.

3. Across product categories, the attributes that tend to contribute the most to the strength of a brand are "Reliable" and "High Performance."

1996 IDG EMPLOYEE PHOTO CALENDAR CONTEST WINNERS NAMED

Eleven employees will have their photographs immortalized in the 1996 IDG Employee Photo Calendar.

Top honors went to Pam Shelley at IDG Books Worldwide, with Linda Lawrence of *Macworld* and Penny Winn of the *IDG World Update* taking second and third places, respectively.

Other winners include: Pat Levenduski, IDG Books Worldwide; Martyne Page, *PC World*; Gary Anthes, *Computerworld*; Marina Sabo, *Infoworld*; Jim Barattolo, International Publishing Services; Larry Bishop, IDC; Brian Duval, *Infoworld*; Meryl Salter, IDC U.K.; and Linda Lawrence, *Macworld*.

The judges in this 12th annual competition, which was coordinated by IDG Corporate Communications Marketing Coordinator Nicole Gorman, had their work cut out for them this year, with over 200 photos submitted.

Calendars will be mailed to all employees at the beginning of December. Any questions regarding the calendars should be directed to Nicole Gorman via E-mail at: nicole_gorman@idg.com.

RENAMED EMS GROUP RELOCATES

Electronic Marketplace Systems (EMS) has been renamed Interactive Services Group, Inc. (ISG) and has relocated to:

155 Bovet Road, Suite 300
San Mateo, Calif. 94402
tel: (415) 312-7800
fax: (415) 312-7878

IDG Job Opportunities Update
Monday October 9, 1995

MARKETING ASSISTANT (CW)
The selected candidate will assist the daily marketing functions with the Professional Development Division. Responsibilities include database list transmittals, production of promotional materials and mailings and special projects as assigned. Individual must be able to work in a past-paced environment. PC literacy a must.

SALES REPRESENTATIVE (CW)
The selected candidate will be responsible for direct sales of Computerworld VAR Database services to small and midsize vendor prospects. Customer service skills and cold calling experience necessary.

SALES / MARKETING COORDINATOR (CW)
The ideal candidate will support the Circulation and Card Deck groups of Computerworld. Responsibilities include supporting and maintaining budget information. Administrative duties will include compiling reports and processing billing, coordinating the production process including internal and external contacts and assisting with marketing functions. Individual will be involved with the management of the marketing database and proofreading marketing materials.

SALES ASSOCIATE, CLIENT SERVER JOURNAL (CW)
The individual in this position will provide support to a Regional Manager with graphics presentations, word processing, database maintenance and client support. A minimum of 2 years administrative experience required. Excellent communication skills are necessary. Organizational and time management skills a must. PC literacy essential. Bachelors degree preferred.

RESEARCH ANALYST, DESKTOP GRAPHICS & MULTIMEDIA (IDC)
This position will survey leading hardware vendors in the graphics and multimedia market, write newsletters, contribute to forecasts and analysis, plus attend relevant trade shows and client meetings. A minimum of 2 years market research experience and a Bachelors degree in a relevant area of study required.

SENIOR RESEARCH ANALYST - INTERNATIONAL PLANNING SERVICES (IDC)
Responsibilities in this position include answering customer inquiries, writing/editing of research reports and marketing materials and providing support to sales and IDC foreign offices. Individual must be computer literate in word processing and spreadsheets. Excellent communication skills essential. A minimum of 1-2 years experience in an information technology environment necessary. Bachelors or masters degree preferred. Foreign language abilities a plus.

PART-TIME LIBRARY CLERK East Coast (IDC)
The selected candidate will be responsible for filing, distributing mail, photocopying and assisting with various special projects. A minimum of 2 years office experience necessary. Strong knowledge of Macs, PCs and the computer industry a plus. Library exposure ideal.(25Hr/week)

PART-TIME LIBRARY CLERK 2 Positions West Coast (IDC)
The individual in this position will be responsible for the daily publishing and distribution of the FYI Industry News, periodicals check-in, filing, photocopying and assisting with technical processing of books. Duties will include data entry and other special projects for the library in the Mt. View and Irvine regional offices. A minimum of 2 years office experience required. Knowledge of Macs, PCs and the computer industry a plus. Library experience a plus (25-28Hr/week)

DIRECTOR, INTERACTIVE MEDIA/MASS MARKET INFORMATION SERVICES (LINK))
This position requires a minimum of 7 years experience with a Bachelor's degree. Strong communications skills are necessary. Previous primary research project management experience and the ability to implement consulting projects and create proposal write ups required. Experience with P & L statements essential.

IDG Job Opportunities Update
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SENIOR RESEARCH ANALYST (LINK)
The successful candidate should have 4-5 years experience in Interactive Media/Mass Market Information Services. Proficiency with forecasting techniques, experience in primary research project management and creating proposals essential. Excellent communication skills required. Individual must be able to interpret primary research data. Strong word-processing and spreadsheet skills necessary. Graduate degree desired.

RESEARCH ANALYST (LINK)
Ideal candidate should have 2 years experience in the Interactive Media/Mass Market Information Services field plus a Bachelor's degree. Knowledge of primary/secondary research processes, forecasting techniques and the ability to interpret primary research data are required. Strong word-processing and spreadsheet skills essential. Master's degree a plus.

LIBRARIAN (LINK)
The individual in this position will perform on-line searches for the Interactive Media/Mass Market Information Services. A minimum of 2-3 years experience in corporate library maintenance and a college degree required. Primary/secondary research experience and solid communication skills are essential.

HUMAN RESOURCES INFORMATION SYSTEMS ADMINISTRATOR (IDG)
The individual in this position will be responsible for basic system maintenance, standard and ad-hoc reporting and basic customization on the HR system. Responsibilities include working with the payroll group and the ADP system. Duties will also include supporting desk top applications (MS Word, Excel) A minimum of 3 years experience working with an HR system essential. Knowledge of desk top applications essential.

ADMINISTRATIVE ASSISTANT (IDG)
The individual in this position will be responsible for providing administrative support to IDG's Corporate Human Resources Department. Responsibilities include copying, filing, faxing, typing, answering phones and additional projects as needed. Candidate must be computer literate and possess excellent organizational and interpersonal skills. Previous HR administrative experience a plus.

PRODUCTION MANAGER (IDG/B)
The ideal candidate will handle staff requirements (production coordinators and page layout technicians), manage the vendor process, develop/maintain production schedules and budgets, and ensure prepress electronic mechanical quality. Duties will include evaluating, recommending and purchasing equipment. Individual will manage reprint titles. (Braintree, MA)

CUSTOMER SERVICE SPECIALIST (IDG/B)
The individual in this position will assist clients with ordering needs and processing orders for materials and services. Duties will include providing administrative support to the sales department. Candidate should have customer service and sales administrative experience with a working knowledge of computers (Excel, FileMaker Pro and Word for Macintosh). Excellent communication skills necessary. Background in computers and book publishing preferred. (Foster City, CA)

OPERATIONS ASSISTANT (IDG/B)
This position will provide administrative support to the Operations Department. Responsibilities include typing, correspondence, filing, telephones, faxing, mailing, organizing meeting, calendar scheduling and travel arrangements. A minimum of 2 years office experience necessary. Working knowledge of IBM computer systems coupled with Excel and MS Word desired. Excellent communication skills essential. (Indianapolis, IN)

COPY EDITOR (IDG/B)
Ideal candidate will be responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity, accuracy and writing level. Excellent communication skills essential. College degree in English or related field with book publishing experience preferred.(Indianapolis, IN)

IDG Job Opportunities Update
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INVENTORY COORDINATOR (IDG/B)
The Inventory Coordinator will be the main lead contact with all binderies, warehouses and various company departments. Individual will be responsible for all phases of monitoring bindery drop shipment and maintaining production/manufacturing schedules. Duties will include inventory coordination. 2-3 years related experience required. Strong communication skills necessary. Solid knowledge of Excel spreadsheets a must.(Indianapolis, IN)

ACCOUNT EXECUTIVE, E2 ON-LINE (IFTW)
The successful candidate will be responsible for managing the development and implementation of on-line advertising contracts for Electronic Entertainment magazine. Responsibilities include project management, production, development and launch of on-line advertising programs plus act as liaison between clients and ad sales, marketing, editorial and art departments. Excellent communication skills are necessary. Experience with WWW or other on-line technologies required.

BOOK EDITOR (IFTW)
Infotainment World Strategic Publishing Group is looking for an enthusiastic, talented editor to edit video and computer game strategy guides. Candidate will serve as primary liaison to authors in all matters connected with game book projects. Responsibilities include acquisitions, scheduling, development, copy editing and proofing. English or Journalism background plus book or magazine publishing experience required. Knowledge of the video game industry a must.

ASSISTANT ONLINE EDITOR (PCW)
The individual in this position would help plan and create online versions of PC World, print articles and generate new online content. Excellent writing and editing skills are necessary. Knowledge of PC products essential. Knowledge of or willingness to learn HTML, MSN Blackbird or other tools required for working in this medium a must. BA in English or Journalism preferred.

ASSOCIATE ONLINE EDITOR (PCW)
Responsibilities include designing and developing online versions of print materials, new online content, expanded coverage of articles in the print publication and new interactive content. Successful candidate must meet all deadlines throughout the planning, writing, editing and production stages. BA in English or Journalism preferred. Strong problem-solving and interpersonal skills necessary. A minimum of 3 years editorial experience required.

SENIOR ONLINE EDITOR (PCW)
The individual in this position will be responsible for developing overall goals for content on AOL, CompuServe, Prodigy, Microsoft Network and the WWW. Candidate will participate in all issue-to-issue and long term planning for PCW's print publication. He/she will plan and develop new online areas, online versions or print materials including new interactive elements. BA in English or Journalism preferred. A minimum of 4 years editorial and supervisory experience a plus.

NEW MEDIA EDITOR, MULTIMEDIA WORLD (PCW)
Successful candidate will be responsible for the overall goals for content on AOL, CompuServe, Prodigy, Microsoft Network and WWW. Individual will participate in all issue-to-issue and long term planning for MMW's print publication. In-depth knowledge of all major online servers required. Strong problem solving skills are essential. Knowledge of or willingness to learn VRML, HTML, MSN Blackbird, Metatec's MPT or other tools required for this medium a must. BA in English or Journalism preferred. A minimum of 2 years editorial experience required.

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone
AMI	Office Manager	San Francisco, CA	F. Lee	(415)267-1722
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CCI	Executive Editor	Peterborough, NH	J. Engel	(603)924-7271
CCI	Ancillary Products Administrator	Peterborough, NH	J. Engel	(603)924-7271
CCI	Advertising Sales	Peterborough, NH	J. Engel	(603)924-7271
CCI	Graphics & Art Director	Cambridge, MA	J. Engel	(603)924-7271
CIO	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CW	Marketing Assistant	Framingham, MA	C. Chupka	(508)820-8162
CW	Sales Representative	Framingham. MA	T. O'Connor	(508)820-8566
CW	Sales / Marketing Coordinator	Framingham, MA	C. Chupka	(508)820-8162
CW	Sales Associate, Client Server Journal	Burlingame, CA	L. Lehane	(415)347-0555
CW	Office Services Administrator	Burlingame, CA	T. Lehane	(415)347-0555
CW	Receptionist	Burlingame, CA	T. Lehane	(415)347-0555
CW	Senior Editor	Framingham, MA	J. Connolly	(508)879-0700
CW	Junior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CW	P/T Reprints Coordinator	Framingham, MA	C. Chupka	(508)820-8162
CW	Sales Associate	San Francisco, CA	T. Lehane	(415)347-0555
CW	Programmer / Analyst (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW	Manager of Applications Development	Framingham, MA	T. O'Connor	(508)820-8566
CW	P/T Human Resources Assistant	Framingham, MA	C. Chupka	(508)820-8162
CW	Copy Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Ad Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CW/RT	East Coast Sales Rep.	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	Marketing Database Specialist	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
FCW	Senior Technical Analyst	Falls Church, VA	M. Koethe	(508)935-4531
FCW	IS Manager	Falls Church, VA	M. Koethe	(508)935-4531
IDC	Rsch Analyst, Desktop Graphics & Media	Mt. View, CA	D. Miller	(508)935-4133
IDC	Sr. Rsch Analyst, Internatl. Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Library Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Library Clerk (2)	Mr. View / Irvine	E. Martin	(508)935-4649
IDC	Administrative Assistant, IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Support Specialist	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Manager, UNIX & SERVER OS	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Senior Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649
IDC	Printers Program Research Intern	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Comm.	Framingham, MA	E. Martin	(508)935-4649
IDC	Inside Sales Representative	Framingham, MA	D. Miller	(508)935-4133
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Assistant / PC Pricing	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, Electronic Delivery Products	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Research Manager, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133

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October 9, 1995

Division	Title	Location	Contact Mgr.	Phone
IDG	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4514
IDG	Lotus Notes Administrator	Framingham, MA	S. Brown	(508)935-4099
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4099
IDG	System Support Specialist	Framingham, MA	S. Brown	(508)935-4099
IDG/B	Production Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Customer Service Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Assistant Brand Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Direct Account Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDB/B	Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Software Acquisitins Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Assistant Editor - Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	World Wide Web Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director, LAN Tech. & Communications	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Assistant Brand Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Events Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(415)596-5222
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	International Account Manager	Framingham, MA	P. Fowler	(508935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/IPS	Part-Time Copy Editor	Boston, MA	J. Skillings	(617)423-0405
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796
IDG/Rsch	Research Assistant	San Francisco, CA	A. Jones	(508)935-4315
IFTW	Account Executive, E2 On-Line	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Book Editor	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Expo Manager	San Mateo, CA	S. Hollingsworth	(415)286-2599
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)286-2599
IFTW	Account Manager / E2 On Line	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594
IFW	Test Developer, Enterprise	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Associate / Senior Editor	San Mateo, CA	S. Barnes	(415)525-3464

IDG Job Opportunities Update

October 9, 1995

Division	Title	Location	Contact Mgr.	Phone
IFW	Assistant Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Sales Associate (2)	Seattle / San Mateo	E. Aronowitz	(415)312-0673
IFW	Sales Representative	San Mateo, CA	E. Aronowitz	(415)312-0673
IFW	Associate Editor, PC Letter	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Department Editor / Hardware	San Mateo, CA	S. Barnes	(415)525-3464
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566
IMI NV	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)978-3306
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
IVI	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4766
IVI	Administrative Assistant - Part-time	Framingham, MA	T. Guest	(508)935-4766
LINK	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	D. MIller	(508)935-4133
LINK	Senior Research Analyst	New York, NY	D. MIller	(508)935-4133
LINK	Research Analyst	New York, NY	D. MIller	(508)935-4133
LINK	Librarian	New York, NY	D. MIller	(508)935-4133
MAC	Inventory Controller	San Francisco, CA	L. Black	(415)978-3144
MAC	Associate Editor, Departments	San Francisco, CA	C. Person	(415)978-3345
MAC	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)974-7468
MAC	Associate Editor - Reviews	San Francisco, CA	C. Person	(415)978-3345
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	San Francisco, CA	M. Chow	(415)978-3272
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
NW	Copy Editor, Level 1	Framingham, MA	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Public Relations Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	C. Stiglic	(415)541-8630
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
PCW	Assistant Online Editor	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Associate Online Editor	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior, Online Editor	San Francisco, CA	C. Baskin	(415)267-1739
PCW/MMW	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	(415)267-1769
PCW	Account Manager, PC World Card Deck	San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Asst. Designer / Informational Graphics	San Francisco, CA	R. Kanes	(415)978-3333
PCW	Receptionist/Administrative Asst,	San Francisco, CA	J. Fuchs	(415)978-3355
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	(415)974-7437
PCW	Associate Publisher / Multimedia World	San Francisco, CA	G. Mason	(415)978-3270
PCW	Director of Advertising	San Francisco, CA	J. Edman	(415)978-3250
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640
PCW	Advertising Information Assistant	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Assistant Editor	San Francisco, CA	C. Wood	(415)978-3321
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250

DENMARK

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the need to get some experience in this area."

If you can't be the first, you had better be the best. So IDG Denmark decided not to rush out with a half-baked service, but wait until it had something worth showing. During the four months of work on the server, only employees of IDG Denmark could access it. "'Under construction' is a phrase that is forbidden on our Web-server — if it isn't done yet, you shouldn't be telling people about it," Sørensen said.

When the service launched, it included information about the breadth of IDG Denmark's activities, including *ComputerWorld*, *PC World*, *Macworld*, *Tech World* and *PC Privat*, as well as information about conferences, training, book publishing, telemarketing and electronic publishing. The publications and various functional areas are responsible for the content of their individual Web pages. Some of them have done all the work themselves (*PC World* and *Macworld*) and others have developed their pages in collaboration with the webmaster.

IDG Web also includes a daily news service in Danish. The material is based on stories from international IDG publications as provided by the IDG News Service. "We are not currently running stories by the IDG News Service correspondents because that would demand a new licensing agreement with the News Service," said Sørensen.

IDG Web is not currently intended as a profit center. Rather it is being viewed as a marketing experiment, which will be evaluated in several months. If it turns out to be successful, parts of it may be converted into profit-generating areas. Currently, there is no fee for using the service. If you feel like brushing up your Danish, feel free to visit http://www.idg.dk. *Thanks to Torben B. Sørensen for contributing this story.*

BEHIND THE SCENES:

- **IDG Web is running on an IBM PC server with Windows NT 3.51 as its operating system.**

- **The server software is Website from O'Reilly and Associates.**

- **Web pages are written using different tools including HTML editors and Internet Assistant for Word from Microsoft.**

- **Some pages are generated by CGI scripts (Common Gateway Interface) written in Visual Basic and communicating with a Microsoft Access database.**

- **The connection to the Internet is a 64k bit/sec ISDN link.**

ICELAND

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ens of general and specialized magazines and hundreds of newsletters. Each year, the 50 or so local book publishers sell close to 1,000,000 books — four for every man, woman and child in the country.

"Seen against this background," said IDG International Publishing Services Vice President/Licensing **Tim Clarke**, "the potential readership for *PC World Iceland* is much larger than the market size might suggest."

The magazine, which will be called *Tolvuheimur,* will become the country's only locally produced IT publication when it hits the newsstand this December. It is being published by Hemra hf., a new company set up by Iceland Review, the world's largest publisher of English-language magazines and books on Iceland. Publisher **Haraldur Hamar** said the 64-page monthly will have an initial circulation of 8,000.

"Since computer publishing in the Icelandic language is still in the very initial stages, we find this new project very challenging, and we are enthusiastic about making a contribution to our society in this field," Hamar said.

"The IDG News Service is very much in line with what we have been doing for almost 30 years — spreading information and knowledge about Iceland internationally. I welcome the opportunity of being able to make this very important news service accessible to Iceland."

LIVE ON THE WORLD WIDE WEB

IDG business units are setting up sites on the World Wide Web faster than we can keep track. *IDG World Update* is in the process of compiling a directory of WWW addresses for IDG publications and business units that will be updated on an ongoing basis. If you would like to be included, please contact the editors at world_update@idg.com.

A SMALL BUT FERTILE MARKET

Despite its tiny population — just over 260,000 — and physical isolation, the Icelandic market represents an exciting venue for IDG. According to Haraldur Hamar, publisher at Reykjavík-based Hemra hf., IDG's newly signed *PC World* licensee, there is great interest in information technology among Iceland's highly literate and well-educated populace. Consider the following:

- **In 1994, almost 17,000 computers were sold.**
- **The total installed base is estimated at between 80,000 and 90,000, which translates to roughly one computer for every three people.**
- **Close to 50% of households own a computer.**
- **There are currently 10,000 users connected to the Internet.**
- **Iceland's annual IT-related expenditures are close to $277 million, according to the Gartner Group.**

NOTEWORTHY

PROMOTIONS

CIO Communications recently announced five promotions. **Abbie Lundberg**, previously managing editor for *CIO*, has been promoted to editor. "To all of her tasks Abbie has brought efficiency, professionalism, goodwill and good humor — and always a deep commitment to editorial excellence," said Editorial Director **John Whitmarsh**.

Rick Pastore, previously senior editor, has been promoted to managing editor. "Rick is respected by his colleagues for the relevance and usefulness of his coverage and the clarity with which he presents his ideas," John said.

Anne Stuart, formerly senior writer, has been promoted to senior editor. "As senior editor, Anne will continue to write and edit for both *CIO* and *WebMaster*. She'll play a significant role in helping to evolve both our print and online content," John said.

Linda Golon, formerly graphic designer, has been promoted to senior graphic designer/issue coordinator. "Linda will coordinate the flow of pages as they make their way through their design and production stages," said Art and Design Director **Mary Marshall**.

Michael Siggins, formerly graphic designer, has been promoted to senior graphic designer/department operations coordinator. "In this newly created role, Michael will be taking on the responsibility for helping the department run smoothly," Mary said. "Both Linda and Michael will continue to provide the dynamic and insightful ideas and design that we've come to expect from them."

NEW EMPLOYEES

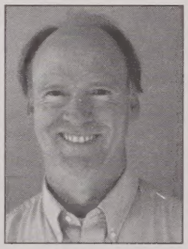
Computerworld welcomes a trio of new employees. Previously a senior editor for *Information Week*, **Frank Hayes** is a senior editor. Frank received a BA in English from the University of Chicago.

Another *Information Week* veteran, **Mitch Wagner** has been hired as a senior editor for *CW*. Mitch earned a BA from the State University of New York/ Stony Brook and enjoys reading and writing, particularly science fiction, mysteries and fantasy.

BLECHMAN

Amy Blechman has signed on as a sales associate for *Computerworld*. A graduate of the University of Arizona with a BSBA in marketing, Amy will be working out of the Burlingame, Calif. office. She counts tennis, soccer and rollerblading among her favorite athletic pursuits, and also enjoys reading.

Cheryl Urquhart has joined Response Technologies as a telemarketing representative. Cheryl earned a degree in data processing from Mt. Wachusett Community College and a BS in business administration from Fitchburg State University.


MINEHART

David Minehart is a publishing system specialist for *InfoWorld*. Prior to joining the company, David worked as computer system manager for Design and Type, a digital prepress service bureau. He has a BA in international economics from Yale University and an MS in energy and resources from the University of California/Berkeley. Outside the office David dabbles in photography, hiking, camping and bicycling.

GADDIS

Gwenette Gaddis is a proofreader for IDG Books in Indianapolis. Gwenette comes to her new position from Gullett, Sanford, Robinson and Martin where she worked as a legal secretary. She has a BA in English from Belmont University and an MA in English from Tennessee Technological University. Gwenette enjoys reading, cross-stitching, continuing education and "reading the local newspaper with red pen in hand."

Infotainment World welcomes two new employees. Previously an ad coordinator at Miller Freeman, Inc., **Sara Wood** is now an ad coordinator for IFTW. She graduated from Texas Christian University with a BFA in photography and enjoys roller-blading, tennis and antiquing.

Julie Bernhard is Western regional manager for *GamePro* magazine. Julie graduated from Texas Tech University and worked most recently as a district manager for *Business Week*. Going to the movies, music, reading and aerobics are some of Julie's outside pursuits.

Thomas Oleson is vice president of Infovision International. Prior to joining Infovision, Thomas served as financial director/Information Processing at John Hancock Financial Services. He earned an EDM from Harvard University and outside the office is active in the Brookline Town Government.

Jill Krebser has joined International Marketing Services/Expos as sales and marketing coordinator. Jill joins IMS from Creamer Dickson Basford, where she worked as an account coordinator. Jill earned a BA in psychology with a concentration in sociology from Gettysburg College and counts tennis, lacrosse and playing the piano among her favorite outside interests.

IDC welcomes two new employees. **Stephen Garone** is a research manager for Object Tools CIS. Previously senior marketing manager for Cadre Technologies, Inc., Stephen has an MBA from Babson College, a MSEE from Massachusetts Institute of Technology and a BSEE from the Polytechnic Institute of Brooklyn. His free time is devoted to running, photography and raising his children.

Noelle Bonin is a desktop publishing specialist for IDC. Noelle worked most recently as a weekend production manager/special projects assistant at Sound Publishing. She has a math associates equivalent from Worcester Polytechnic Institute and a BA in studio art from the University of Massachusetts/Boston. When Noelle's not hard at work she enjoys outdoor sports.

AUGUST PROFIT MARGIN REPORT: COMPUTERWORLD/INFOWORLD

First Quartile	Computerworld China Computerworld Bulgaria Computerworld Malaysia China Infoworld	Computerworld Hong Kong Computerworld Brazil Computerworld New Zealand
Second Quartile	Computerworld Sweden Computerworld Argentina Computerworld Venezuela	Computerworld Austria Computerworld Australia Computerworld Germany
Third Quartile	Computerworld Turkey InfoWorld U.S. Computerworld Switzerland Computerworld U.S.	Computerworld Hungary Computerworld Mexico Computerworld Czech Republic
Fourth Quartile	Computerworld Denmark Computerworld Norway Computerworld Singapore	Computerworld Taiwan Computerworld Poland Corporate Computing (Sweden)

LEADERS OF THE PACK

Computerworld

***Computerworld China* logged the highest profit margin for August 1995, while *Computerworld Venezuela* reported the greatest improvement in profit margin for August FY95. The highest year-to-date profit margin was reported by *CW China*.**

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Accounting Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

TWENTY-ONE YEARS
Nora Hörmann - IDG Germany

SIXTEEN YEARS
Len Rust - IDC Australia

TWELVE YEARS
Mary Doyle - Computerworld

ELEVEN YEARS
Michael McCarthy - Sunworld Online

EIGHT YEARS
Janet Ohlsson - InfoWorld
Martha Stephens - IDG
Val Landi - Computerworld

SEVEN YEARS
Greg Silva - PC World
Elaine Ouellette - IDG

SIX YEARS
Luanne Kiley - PC World
Shirley Sweeeney - IDG
Gisela Nerke - IDG Germany
Marco Tennyson - IDG Italy
Francisco Rodriguez - IDG Spain
Margaret Hennessy - Computerworld

FIVE YEARS
Ayhan Sevgi - IDG Turkey
Sandy Heistand - IDG Central Services
Beatriz Sanchez - IDG Spain
Marta Cabanillas - IDG Spain
Jaime Taboada - IDG Spain
Tomoko Iwama - IDG Japan
John Carpenter - Computerworld
Nancy Whittaker - Computerworld

FOUR YEARS
Cathy Baskin - PC World
Sean Mac Govern - IDC France
Enrique Vargas - IDG Mexico
Andrea Balogh - IDG Denmark
Christine Lewandoski - Computerworld

THREE YEARS
Cenk Tarhan - IDG Turkey
Uli Diehlmann - PC World
Mard Naman - Integrated Media, Inc.
Terry Sanders-Prentice - Network World
Lily Cheung - Macworld
Shelia Lynn - IDG Books

TWO YEARS
Arden Hoffman - PC World
Licia Slimon - PC World
Jennifer Ambrulevich - Integrated Media
John Thornton - Infovision International
Clayton Haberman - Macworld
Paul Curthoys - Infotainment World
Andrew Eddy - Infotainment World
Riccardo Granata - IDG Italy
Nikki Wilson - Computerworld
Dora Jeffers - Computerworld
Michelle Reeves - Computerworld
Claude Garbarino - Computerworld

ONE YEAR
Vedat Çakmak - IDG Turkey
Dana Burger - PC World
Oliver Chin - Multimedia World
Scott Fields - IDG Newsletters
Jim Pile - IDG Newsletters
Lisa Sergi - InfoWorld
Frances Vinson - FCW Group
Melanie Edwards - IDG Marketing Services
Peter Sundell - IDG Sweden
Johan Andersson - IDG Sweden
Joakim Halvarsson - IDG Sweden
Hassan Meddah - IDG France
Theresa Gering - Infotainment World
Joan Song - IDG Singapore
Ian Campbell - Infovision International
John Pescatore - Infovision International
Colleen Molnar - InfoWorld
Nancy Kambestad - Interactive Services
Stephanie Winkiewicz - Computerworld
Emily Gitelson - Computerworld

CELEBRATING 10

Maureen Rondeau

HOME: Framingham, Mass.

JOINED IDG: January 1985, as assistant to the sales representative for International Marketing Services, *InfoWorld* and *On Communications*.

CURRENT TITLE: IMS Global Networks Manager

BEST PART OF YOUR JOB: Working in a fast-paced environment where my days are never routine. There is always something new to learn and new challenges to face. I enjoy the interaction with our clients and with IDG offices worldwide.

CAREER HIGHLIGHT: The success that IMS is experiencing right now as a result of the combined efforts of our staff. I've always believed very strongly in my division and what we do, and I'm proud of our achievements.

I JOINED IDG BECAUSE: I worked in the insurance industry for a number of years, and realized that I needed to be in a more dynamic field. I hoped that my first position with IDG would evolve into a career in international, and it did. Thanks for taking a chance on me, Frank!

DREAM DESTINATION: My all-time dream destination is to travel through Australia and the islands of the South Pacific. I hope that someday my dream becomes a wonderful memory.

WORDS TO LIVE BY: "...may I leave my corner of the world a little better than I found it..."

FANTASY JOB: Having the opportunity to visit exotic places around the world by hosting a travel show.

IDG CHAIRMAN PAT McGOVERN CELEBRATED WITH IMS' ***Maureen Rondeau*** *at Boston's Ritz Carlton Hotel.*

WHAT IS THE LAST GOOD DEED YOU DID? I believe that good deeds should be left unspoken.

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? My home was once struck by lightning and, though I frantically ran through the house trying to think of what I should grab, I ended up empty-handed. God forbid I'm ever in that situation again — but if I am, I hope I'd have the sense to take my photo album.

MANAGER'S PROFILE: "Maureen is not just someone who has worked at IMS for 10 years, she is a key part of the 'architectural team' that has built IMS into a $14 million operating unit. Her technical knowledge of over 265 publications has made her an international resource for the entire IMS worldwide network. Most important, she is the epitome of the global team player."

*-**Frank Cutitta**, vice president, IMS*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street,Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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October 16, 1995

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ONLINE: IDG VICE PRESIDENT/ CORPORATE SERVICES MARION KIBBEE TAKES A TURN
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NETWORK WORLD SALES TEAM GETS DOWN TO BUSINESS IN BERMUDA
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Macworld U.K. Lays Claim to Top Spot in U.K. Market

It's official. *Macworld U.K.* is now the U.K.'s No. 1 Mac business title. According to ABC audit figures just released for the period January 1995 to June 1995, *Macworld*'s total average net circulation was 33,559, which represents a 34% increase on figures for the previous six months.

The World's Favourite Macintosh Magazine
CD Edition
Trail Blazer
PCI Bus
Linotype-Hell fonts worth £4,000
Leaf Lumina camera worth £2,295

According to Publisher **Guy Eaton**, this represents the largest percentage gain in circulation of any Mac title in the U.K.

The results, the best ABC figures of all IDG titles in the U.K. for this six-month period, give *Macworld* a circulation edge of 5,000 over its major competitor.

Launched in 1989, the six-year-old publication targets professional and expert Macintosh users. According to the results of a recent comprehensive reader survey, *Macworld* scored very highly in the areas of usefulness of articles and quality of information with 73% of respondents indicating the magazine is of good or great value for the money. 🖳

CW's Moving Tale

Thanks to the efforts of many dedicated employees, *Computerworld*'s move to new quarters goes off with nary a hitch

COMPUTERWORLD'S FACILITIES AND IS DEPARTMENTS JOINED FORCES TO *orchestrate the largest move in IDG history this summer. Among those who worked around the clock to make sure every desk, every file cabinet and every computer was in place were (seated left to right):* ***Francine Gay****,* ***Gregg Pinsky****,* ***Al Nelson*** *and* ***Gary Moynahan****. Back row left to right:* ***Peter Cohen****,* ***Mike Mutri****,* ***Rick Ciliberto****,* ***Walt Crosby****,* ***Eric Zimmerman****,* ***Robin Robinson****,* ***Glenys Mercado*** *and* ***Ken Elliott****. Not pictured:* ***Dora Jeffers****,* ***Dorothy Handy-Eovine****,* ***Jennifer Arispe****,* ***Chris Connery****,* ***Tom Lamoureux*** *and* ***John Block*** *from CW's Customer Information Division and summer intern* ***Richard Sanda****.*

Sixteen years after setting up shop in its 375 Cochituate Road offices in Framingham, *Computerworld* had exhausted all its expansion options and a move to new quarters became inevitable. As 1994 drew to a close, a new site was selected and planning for the move — a daunting task given the number of people, tight weekly deadlines and huge reliance on technology — began in earnest.

"Our IS and Facilities departments worked as one team from start to finish with everyone having a say in important decisions," explained Facilities Manager **Rick Ciliberto**, who along with **Walter Crosby**, *CW* vice president of IS, and IDG Corporate Telecom Director **Jane Creighton** and their respective staffs,

•CONTINUED PAGE 5•

IN BRIEF

IDG Italy Helps Legal Professionals Master IT

IDG Italy continues to expand its readership with the September launch of *Informatica Giuridica.* Translated as "Legal Information Technology," the publication's editorial aim is to offer lawyers, judges and notaries suggestions on how to effectively use IT to deal with legal documents and to improve the communication links between law offices and the Italian Public Administration of Justice.

"The most serious problems Italian lawyers have relate to the more than 120,000 different laws and the incredible volume of paper they have to wrestle with," said IDG Italy Managing Director **Brunello Bossi**. "Teaching them how to use modems, CD-ROMs, the Internet and other IT tools, can improve their efficiency and knowledge and save time and staff."

The highly technical newsletter had an initial print run of 5,000. It contained no advertising, but according to Bossi, *Informatica Giuridica* already has the support of a number of legal associations.

Bossi says that he hopes to sign on at least 1,500 subscribers in the first year, with a total target audience of between 60,000 and 65,000.

The newsletter will be published 10 times per year and sell for 140,000 lire (about US$90).

MMW and CompuServe Create Internet-Linked CD-ROM

Multimedia World and CompuServe have joined forces to produce the first monthly CD-ROM magazine with hyperlinks to the Internet and an online service.

Beginning with the November issue, *MMW* will distribute this special edition of its CD-ROM companion, *Multimedia World LIVE!,* with every newsstand copy for the cover price of $4.95.

The customized version of *LIVE!* incorporates hyperlinks to both the CompuServe Information Service and the World Wide Web using CompuServe's state-of-the-art interface software. By selecting one of these hyperlinks, *LIVE!* users may launch directly to related sites either on the Information Service or on the Web, such as *Multimedia World*'s home page at http:/www.mmworld.com.

The November issue of *LIVE!* will contain doclinked articles on *Multimedia World*'s cover story as well as an interactive test report of video cards, CD-ROM drives and multimedia systems. *LIVE!* will also include a selection of games, utilities, clip media, and drivers as well as links to popular online software libraries.

MMW has also reserved 200 megabytes on *LIVE!* for interactive advertising, software demos and hyperlinks to web sites.

PC World Online Undergoes Redesign on America Online

To cap off a banner year on America Online, *PC World Online* has redesigned its site to be more user-friendly by streamlining its graphic look and feel, improving navigational tools and enhancing its editorial content.

"We've gone to extraordinary lengths — from surveys to one-on-one conversations with readers — to find out exactly what they want from *PC World Online* and how they want it presented," said **Thomas Gewecke**, Publisher of *PC World*'s Online Services Group. "The result of months of hard work has paid off with the overwhelmingly positive feedback I receive from our readers every day."

The new *PC World Online* area features two entirely redesigned screens. The opening "splash" screen now contains buttons linked to editorial areas, a sponsorship space, and a list of the day's three "hottest" stories.

From the splash screen, the reader can also jump to *PC World Online*'s new main screen, a table of contents area. New Web links allow users to jump to relevant sites pinpointed by editors and subscribers also have access to conferences with industry experts and *PC World Online*'s extensive software library.

The four buttons on *PC World Online*'s new toolbar, which appears on the main screen and on each individual screen, make it easier than ever for users to navigate. The "Search" button allows users to search the entire archive by word or phrase; "Feedback" lets users contact *PC World* directly; "Sponsors" takes readers to the advertising area; and "Hot" enables users to jump directly to the top products and stories chosen by the editors.

To give readers quick and easy online access, *PC World* offers a free AOL starter kit, which readers can request by calling 1-800-827-6364. *PC World Online* can be accessed on America Online as keyword: PCWORLD.

LIVE ON THE WORLD WIDE WEB

***Tietoviikko*, published by IDG Finland, can be accessed at http://www.talentum.fi/tietoviikko. Note: the service is currently only in Finnish.**

***Publish*'s Web site can be accessed at http://www.publish.com.**

IDG Books Professional Publishing Group's Web site is under construction, but can be accessed at http://www.idgprogrammer.com.

ON LINE

MARION KIBBEE

IDG's vice president of Corporate Services is this week's guest columnist.

(Part 2; part 1 ran in the Sept. 18 issue.)

Q When did you join IDG and what's been your career path?

A I joined *Computerworld* in 1975 as a clerk in the Circulation Department. After a year of data entry and customer service, the position of assistant to Walter Boyd became available and I applied for the job and was fortunate enough to be selected.

At that point, I was a jack-of-all-trades. With Walter beginning to handle more off-shore operational issues as IDG began its expansion into foreign markets, I had to quickly learn what was going on both at home and abroad.

Also, I had a wonderful opportunity to become involved in direct mail. At that time, all of the direct mail circulation promotion for *Computerworld* as well as list rentals was handled by our office, and Walter and I did the whole thing on a day-to-day basis. I got to know all of the list brokers and also became quite involved with both the local and national direct-mail associations.

Having worked in what was essentially IDG's chief operating office for such a long time, it was inevitable that I worked on so many different projects over the years — ranging from pulling together the initial budget papers — (before there were computers and spreadsheets!) to scheduling meetings and travel, fielding requests for everything from tennis balls at a meeting to getting members of the executive staff to impossible places under impossible circumstances. The challenges were what made me "tick," and I learned that anything is possible.

You recently joined that elite circle of people who have been with IDG for 20 years. Beyond the obvious changes in size, what are the most significant changes you've seen in that time?

Outside of the global expansion, there are not many significant changes that have occurred. IDG has been on the same path that Pat McGovern set many years ago and our continuing decentralized style of management has meant that each new company has the same independence of operation as the others.

Also we have had a rather remarkable track record in keeping top-level managers at IDG so that many of my colleagues have been with IDG as long or longer than myself. My happiness within IDG is built on the many wonderful relationships I have formed over the years with colleagues from around the world; there is not a day that goes by that I don't think about all of the talented, caring people I have the pleasure of working with.

You have worked with dozens of IDG business unit heads over the years. What skills are key to success at IDG?

The most successful managers at IDG are always those men and women who know how to act independently and aren't afraid of facing the pitfalls and challenges inherent in running what is, in effect, their own business. I have also found that those managers who truly believe in and function according to the IDG Corporate Values are the ones who invariably wind up having the greatest success.

Who are your role models?

I had a great business teacher who challenged me to always strive to attain a higher level of achievement; thank you, Mrs. Grey. I was fortunate to work for a man who taught me that anything is possible and to always have confidence in yourself and you will achieve; thank you, Walter Boyd. I have always had a strong and loving family who is there for me no matter what; thanks to one and all.

If the answer to any of the questions below is "yes," the editors want to know!

Do you have a question for the executives who take turns writing for the "On line" column — IDG Chairman Patrick McGovern, President Kelly Conlin, Chief Operating Officer Jim Casella and Executive Vice President/Finance Bill Murphy?

Do you have a story idea for *IDG World Update*?

Do you have a comment about something you liked — or didn't like — in this newsletter?

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

Network World Sales Team Has a Ball at the Beach

The *Network World* sales team focused on "reeling in the big fish" at its annual sales meeting held in late August in Bermuda. The three-day meeting featured daily strategy sessions laced with employee recognition awards and a healthy dose of competitive fun.

Senior District Manager **Jacqui DiBianca** received the "1995 Sales Person of the Year" award for her outstanding page and market share performance. Direct Response Sales Manager **Clare O'Brien** received the "Sales Representative of the Year" for direct response advertising.

Other award winners included Senior District Manager **Donna Pomponi**, who received the "Scoring Champion" award for embracing new ideas; District Manager **Amy Bartulis**, who received the "New Business Champion" award; District Manager **Rick Groves**, who received the "Market Share Champion" award; and Senior District Manager **Lisa Hall**, who received the "Ad Page Champion" award.

Network World also held its traditional athletic competition, pitting the talents of its East Coast sales team against those of their West Coast counterparts. This year's events centered around a beach party barbecue and included a volleyball match, a tug of war, a balloon toss and six-person boat races.

Who won? The East Coast team brought home the "Bermuda Cup" in volleyball, but the West swept the remainder of the events.

"We worked hard, we played hard and even made it through the second round of Hurricane Felix. We're ready to reel 'em in in '96!" said **Evilee Thibeault**, vice president/associate publisher.

FRONT (LEFT TO RIGHT): CYNTHIA SCHAEFFER, PAULA CONNOR, ELENI BRISBOIS, *Rina Capisano, Clare O'Brien, Amy Bartulis, Nancy Robinson, Lisa Hall, Carol Lasker, Donna Pomponi, Jacqui DiBianca, Deb Winders, Rick Groves.* *Back row (left to right):* ***Dan Gentile, Debbie Gentile, Mike Hiatt, Evilee Thibeault, Colin Ungaro, Joanne Wittren, Mike Rogers*** *(IDG Marketing Services),* ***Sandra Kupiec, Joan Pinsky, Virginia Lehr, Richard Black, Don Seay, Tom Soevyn, Sherwin Horowitz*** *and* ***Mary Fanning.***

IDC U.K. Releases Latest Findings on Vertical Markets

"European IT Vertical Markets Between Traditional and Radical Innovation" is the most recent chapter in IDC Europe's European IT Vertical Market research which began in 1992 and will continue through 1999. **Luisa Bordoni**, director of IDC's European IT Market Centre and **Rosanna Colombo**, research analyst for the European operation, authored the report, which analyzed the presence and influence of "incremental innovation" and "radical innovation" on the purchasing process in the business and home IT sectors.

While "incremental innovation" is defined as "combining and extending the application of innovation to existing processes and practices to improve the efficiency of them or to solve new problems," the research defines "radical innovation" as "the ability to 're-invent' the need for IT and allow new competencies and practices to emerge and consolidate."

The study shows that the business market is increasingly characterized by radical innovative attitudes, although incremental gains in productivity are still the most common objective when purchasing IT while the home user market is emerging as radical innovation becomes persuasive.

Those vertical markets with the greatest inclination towards radical innovation include the transportation/communication & utilities, business services, finance and education industries. The leaders in IT spending growth over the coming years will be the health, transport/communication & utilities and business services sectors.

Important to note is the finding that both the business and home IT markets in Europe are marked by uneven IT penetration and uneven development patterns.

The growth experienced in the European IT market will be led by client/server and networking technologies in the business market and multimedia technologies in the home market. The implications for European IT vendors is that "in the long term, the role of new technologies will become a key competitive differentiator."

For more information contact Luisa Bordoni at tel: +44-181-995-8082.

IDG Job Opportunities Update
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ACCOUNT EXECUTIVE - NATIONAL ACCOUNTS/TELEMARKETING (CIO)
Responsible for telemarketing for CIO and WebMaster nationally, to customers and prospects. Ability to close business via telephone and convey pertinent information to sales management and sales staff effectively. Must have a strong understanding of the Information Technology industry and the Internet.

ASSOCIATE EDITOR (CW)
This is a production and editing focused position. The associate editor has primary responsibility for graphics, photography, working with the art department and copy desk for Computerworld's Management section. Excellent editing and production skills necessary and daily or weekly newspaper experience preferred.

GRAPHIC DESIGNER (CW)
Ideal candidate will have at least 3 years of professional design experience in an editorial environment. Working with writers and editors, you will develop information graphics and effective page layouts. Must possess strong verbal and visual communication skills as well as Freehand, Illustrator, Photoshop and Quark on the Macintosh. Skills in photography management and familiarity with on-line resources a plus.

SENIOR EDITOR, MANAGEMENT AND STORAGE (CW)
Computerworld's editorial department is looking for a senior editor to generate writing and reporting of high quality news stories on a weekly deadline. Travel is mandatory.

REGIONAL MANAGER (CW/RT)
Responsible for new business development for high volume Response Center Management and fulfillment services. Candidates must have 4+ years of outside selling experience, knowledge of IT market and experience in selling to a sales or marketing executive.

HELP DESK MANAGER (CW)
This individual will be responsible for acting as the primary interface with IS customers. Excellent technical expertise and customer service skills are mandatory. Project management, documentation development, and people skills are all important for this key role. A background in end user support and help desk support is highly desirable.

HELP DESK TECHNICIAN (CW)
This individual will work with the Help Desk Manager and other Help Desk Technicians to ensure end user support to Computerworld employees. This is a key customer support position with direct end user contact. Strong interpersonal and communication skills and the ability to train individuals are all requirements of this position. Detailed knowledge of the IBM PC compatible architecture, Notebooks, DOS, Windows 3.1 and Lotus Notes are all required. Novel CNE is desirable. A team-based approach to problem identification and problem-solving is required as is the ability to document such.

NOTES DEVELOPER (CW)
This individual will work with Lotus Notes users to develop new applications, enhance existing applications and work with other IDG business units to share applications. Experience with Lotus Notes Version 3.x and familiarity with the upcoming version of 4.0 are required. Experience developing Visual Basic, Vip, LotusScript or experience with Lotus Notes API is highly desirable. A detailed understanding of Notes Replication and other Notes internals is required.

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ADMINISTRATIVE ASSISTANT (FCW)
This individual will provide administrative support to the publisher. Responsibilities include handling correspondence, travel plans, scheduling, reviewing mail, filing and photocopying. Will assist in the preparation of weekly and monthly sales reports. The ideal candidate will be energetic, eager to learn, self-motivated, comfortable with numbers and detail, and possess a polished telephone manner. PC experience is required, especially in current word-processing, spreadsheet and e-mail applications.

PRODUCTION MANAGER (FCW)
Seeking an aggressive individual with 3 to 5 years of experience in managing/manufacturing publications, budgeting, cost estimating and negotiating with vendors. Responsibilities include managing the printing process, negotiating prices and schedules, coordinating editorial/ sales deadlines; manufacturing 36x four-color newspaper and several monthly supplements for the newspaper. Familiarity with electronic prepress essential. Excellent analytical, organizational, interpersonal and computer skills necessary. Must be a team player who can accept individual responsibility and accountability.

INFORMATION SYSTEMS CONSULTANT (IDG)
Responsibilities include implementation of the communication hardware for the financial systems, trouble shooting of connections and print services, and installing and supporting servers for imaging, workflow and database reporting. Diverse technical environment includes VAX/VMS, Novell, Windows, MAC, TCP/IP, UNIX, Windows NT and various types of communication devices such as routers, bridges, DEC servers and muxes. The ideal candidate will have a college degree, 3+ yrs. of experience, strong interpersonal and communication skills and exposure to report writers and 4GL.

ON-LINE ACQUISITIONS EDITOR (IDG/B))
Along with the publisher of On-line Press Plan, this individual will oversee and acquire a line of print plus electronic media products integrating books CDROMs and on-line Worldwide Web content. Publishing, acquisitions and on-line experience required with a vision for defining new publishing models involving print and the Worldwide Web. Requires a minimum of 3-5 years of experience in book acquisition, editing and publishing management. Must have the ability to find and sign talented writers, spot technology trends, build industry contacts and manage deadlines. Working knowledge of Worldwide Web is essential.

SUPERVISOR, PAGE LAYOUT (IDG/B)
Manage production staff and process of template-based books. Will coordinate with the Director of Production and editorial staff for matching design needs with designers and evaluating and recommending software/hardware upgrades and purchases. Must have extensive experience with processing digital color on a Macintosh platform as well as knowledge of QuarkXpress and/or Aldus Freehand and Adobe Photoshop for the Macintosh, word processing software, conversion between PC/DOS/Windows and Macintosh platforms.

DIRECTOR, CORPORATE MARKETING SERVICES (IDG/B)
This individual is responsible for worldwide corporate identity and publicity, sales support, channel promotions, merchandising, trade shows, catalogs and cooperative advertising; corrugation. Will maintain IDG Books high profile and sell through performance in retail channels within a multiple publisher company. Candidate must have channel background, creative ability, event marketing and at least 5 years experience in managing fast growth within the books, software or mass market products industries.

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DIRECTOR, PUBLIC RELATIONS (IDG/B)
Responsible for establishing and presenting a strategic plan for IDG Books' major media relations, public affairs and communication programs. Will also increase press coverage of corporate executives, authors and titles while maintaining a positive corporate image and high title visibility. Degree in marketing or related field plus minimum of 5-7 years of senior management experience, exceptional interpersonal and communication skills as well as an entrepreneurial spirit are required.

PROOFREADER (IDG/B)
Responsible for proofing pages for spelling, grammar and style issues and interface with internal coordination, editorial and production staff. Knowledge of layout, book publishing, PageMaker, Filemaker Pro and Excel a plus. Degree in English or Journalism preferred.

INTERNATIONAL SALES COORDINATOR (IDG/B)
This individual will provide administrative and customer support to International Sales Account Executives. Responsible for preparation of monthly solicitation materials, product information kits, newsletters, presentations, analysis of monthly sales reports, event planning and special projectsas required. Candidate must have 2-5 years of sales experience coupled with customer service background, a college degree and strong computer skills. Foriegn language skills, especially in German or Spanish, a plus.

SENIOR DESIGNER, INFORMATIONAL GRAPHICS (PCW)
PCW seeks a motivated self-starter with at least 5 years background in magazine or general graphic design. Strong skills in visual problem-solving, illustration and digital prepress required. Ideal candidate will have managerial experience and the ability to execute feature illustrations, charts, diagrams and infographics of all types. Extensive Photoshop, Illustrator and Quark knowledge a must. 3-D and drum-scanning experience a plus.

ACCOUNT MANAGER (PCW)
This person will pursue all advertising opportunities through creative and imaginative sales techniques while maintaining a professional and consistent performance in fulfilling all sales goals for the Midwest territory. Major responsibilities include advertising sales, prospecting, customer support, file maintenance, report generation and credit clearance. Prior sales experience in the computer publishing industry and thorough knowledge of the PC marketplace is required. Knowledge of the Midwest territory is desired. Excellent written and verbal communications and organizational skills a must..

COPY EDITOR (PCW/MMW)
We are seeking a detail-oriented perfectionist to copy edit and proofread copy for Multimedia World Magazine. Responsibilities include copy editing, proofreading, copy fitting in QuarkXpress, extensive work with tables, and tracking articles through production. Work with editors and designers to ensure clarity, accuracy, and maintain high editorial standards. Candidate must have 2 years of experience in magazine copy editing and production. Must know the Chicago Manual of style and be proficient in word processing on the Macintosh. (Chicago office)

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Division	Title	Location	Contact Mgr.	Phone
CC	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	(510)547-6800
CCI	Executive Editor	Peterborough, NH	J. Engel	(603)924-7271
CCI	Ancillary Products Administrator	Peterborough, NH	J. Engel	(603)924-7271
CCI	Advertising Sales	Peterborough, NH	J. Engel	(603)924-7271
CCI	Graphics & Art Director	Cambridge, MA	J. Engel	(603)924-7271
CIO	Account Executive	Fairfield, NJ	A. Jones	(508)935-4315
CIO	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Administrative Assistant / Exec. Programs	Framingham, MA	D. Volpe	(508)935-4192
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919
CW	Help Desk Manager	Framingham, MA	S. Perry	(508)820-8160
CW	Help Desk Technician	Framingham, MA	S. Perry	(508)820-8160
CW	Notes Developer	Framingham, MA	S. Perry	(508)820-8160
CW	Associate Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Graphic Designer	Framingham, MA	T.O'Connor	(508)820-8566
CW	Senior Editor, Management and Storage	Framingham, MA	M.Johnson	(508)879-0700
CW	Marketing Assistant	Framingham, MA	C. Chupka	(508)820-8162
CW	Sales / Marketing Coordinator	Framingham, MA	C. Chupka	(508)820-8162
CW	Sales Associate, Client Server Journal	Burlingame, CA	L. Lehane	(415)347-0555
CW	Office Services Administrator	Burlingame, CA	T. Lehane	(415)347-0555
CW	Receptionist	Burlingame, CA	T. Lehane	(415)347-0555
CW	Senior Editor	Framingham, MA	J. Connolly	(508)879-0700
CW	Junior Designer	Framingham, MA	T. O'Connor	(508)820-8566
CW	P/T Reprints Coordinator	Framingham, MA	C. Chupka	(508)820-8162
CW	Sales Associate	San Francisco, CA	T. Lehane	(415)347-0555
CW	Programmer / Analyst (2)	Framingham, MA	T. O'Connor	(508)820-8566
CW	Manager of Applications Development	Framingham, MA	T. O'Connor	(508)820-8566
CW	P/T Human Resources Assistant	Framingham, MA	C. Chupka	(508)820-8162
CW	Copy Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Ad Coordinator	Framingham, MA	T. O'Connor	(508)820-8566
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160
CW	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)820-8556
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160
CWDD	Marketing Database Specialist	Framingham, MA	T. O'Connor	(508)820-8566
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566
CW/RT	Regional Manager	Framingham, MA	T. O'Connor	(508)820-8566
FCW	Administrative Assistant	Falls Church, VA	T.Guest	(508)935-4766
FCW	Production Manager	Falls Church, VA	T.Guest	(508)935-4766
FCW	Senior Technical Analyst	Falls Church, VA	M. Koethe	(508)935-4531
FCW	IS Manager	Falls Church, VA	M. Koethe	(508)935-4531
IDC	Rsch Analyst, Desktop Graphics & Media	Mt. View, CA	D. Miller	(508)935-4133
IDC	Sr. Rsch Analyst, Internatl. Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361
IDC	P/T Library Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	P/T Library Clerk (2)	Mr. View / Irvine	E. Martin	(508)935-4649
IDC	Administrative Assistant, IS	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4649
IDC	Desktop Support Specialist	Mt. View, CA	D. Miller	(508)935-4133
IDC	Research Manager, UNIX & SERVER OS	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Senior Analyst, Internet	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649
IDC	Printers Program Research Intern	Framingham, MA	E. Martin	(508)935-4649
IDC	Administrative Assistant, Comm.	Framingham, MA	E. Martin	(508)935-4649
IDC	Inside Sales Representative	Framingham, MA	D. Miller	(508)935-4133
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649
IDC	Research Assistant / PC Pricing	Framingham, MA	E. Martin	(508)935-4649
IDC	Director, Electronic Delivery Products	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133
IDC	Research Manager, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Desktop Publishing Specialist	Framingham, MA	E. Martin	(508)935-4649
IDC	Group VP, International Research	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Mailroom Clerk	Framingham, MA	E. Martin	(508)935-4649
IDC	Senior Analyst, LAN - Hubs	Framingham, MA	D. Miller	(508)935-4133

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Division	Title	Location	Contact Mgr.	Phone
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361
IDC	Director, PC Distribution Channels	Framingham, MA	D. Bernardi	(508)935-4361
IDC	Rsch Mgr/ Qtly. PC Mkt Track. Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDC	Rsch Analyst / Qtly. PC Mkt Track Serv.	Mt. View, CA	D. Miller	(508)935-4133
IDG	IS Consultant	San Francisco/San Mateo CA	P. Fowler	(508)935-4796
IDG	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4796
IDG	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4514
IDG	Lotus Notes Administrator	Framingham, MA	S. Brown	(508)935-4099
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4099
IDG	System Support Specialist	Framingham, MA	S. Brown	(508)935-4099
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P.Levenduski	(415)655-3015
IDG/B	Supervisor, Page Layout	Foster City, CA	P.Levenduski	(415)655-3015
IDG/B	Director, Corporate Marketing Services	Foster City, CA	P.Levenduski	(415)655-3015
IDG/B	Director, Public Relations	Foster City, CA	P.Levenduski	(415)655-3015
IDG/B	Proofreader	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	International Sales Coordinator	Foster City, CA	P.Levenduski	(415)655-3015
IDG/B	Production Manager	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Customer Service Specialist	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Assistant Brand Manager	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Direct Account Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDB/B	Sales Representative	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Software Acquisitins Editor	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	(415)655-3015
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Events Manager	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Associate Development Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015
IDG/B	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5222
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	(508)935-4099
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796
IDG/IMS	International Account Manager	Framingham, MA	P. Fowler	(508935-4796
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796
IDG/Rsch	Research Assistant	San Francisco, CA	A. Jones	(508)935-4315
IFTW	Account Executive, E2 On-Line	San Mateo, CA	J. Shepherd	(415)286-2530
IFTW	Book Editor	San Mateo, CA	K. Lynch	(415)286-2594
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Expo Manager	San Mateo, CA	S. Hollingsworth	(415)286-2599
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)286-2599
IFTW	Publisher E2	San Mateo, CA	C. Yam	(415)286-2546
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594

IDG Job Opportunities Update

October 16, 1995

Division	Title	Location	Contact Mgr.	Phone
IFW	Test Developer, Enterprise	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Associate / Senior Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Assistant Editor	San Mateo, CA	S. Barnes	(415)525-3464
IFW	Sales Associate (2)	Seattle / San Mateo	E. Aronowitz	(415)312-0673
IFW	Sales Representative	San Mateo, CA	E. Aronowitz	(415)312-0673
IFW	Associate Editor, PC Letter	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Department Editor / Hardware	San Mateo, CA	S. Barnes	(415)525-3464
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566
IMI NV	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)978-3306
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501
ISG	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501
ISG	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501
IVI	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4766
IVI	Administrative Assistant - Part-time	Framingham, MA	T. Guest	(508)935-4766
LINK	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	D. Miller	(508)935-4133
LINK	Senior Research Analyst	New York, NY	D. Miller	(508)935-4133
LINK	Research Analyst	New York, NY	D. Miller	(508)935-4133
LINK	Librarian	New York, NY	D. Miller	(508)935-4133
MAC	Inventory Controller	San Francisco, CA	L. Black	(415)978-3144
MAC	Associate Editor, Departments	San Francisco, CA	C. Person	(415)978-3345
MAC	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)974-7468
MAC	Associate Editor - Reviews	San Francisco, CA	C. Person	(415)978-3345
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203
MAC	Administrative Assistant	San Francisco, CA	M. Chow	(415)978-3272
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203
NW	Copy Editor, Level 1	Framingham, MA	M. Cornetta	(508)935-4734
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Public Relations Manager	Framingham, MA	M. Cornetta	(508)935-4734
NW	Account Executive	Framingham, MA	M. Cornetta	(508)935-4734
NW	Sales Assistant	Sunnyvale, CA	C. Stiglic	(415)541-8630
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734
PCW	Senior Designer, Informational Graphics	San Francisco, CA	R.Kanes	(415) 978-3333
PCW/MMW	Copy Editor	San Francisco, CA	K.Stein	(415)974-7362
PCW	Account Manager	Chicago, Il	B.Carrigan	(415)978-7405
PCW	Assistant Online Editor	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Associate Online Editor	San Francisco, CA	C. Baskin	(415)267-1739
PCW	Senior, Online Editor	San Francisco, CA	C. Baskin	(415)267-1739
PCW/MMW	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	(415)267-1769
PCW	Account Manager, PC World Card Deck	San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	(415)974-7405
PCW	Asst. Designer / Informational Graphics	San Francisco, CA	R. Kanes	(415)978-3333
PCW	Receptionist/Administrative Asst,	San Francisco, CA	J. Fuchs	(415)978-3355
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	(415)974-7437
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640
PCW	Advertising Information Assistant	San Francisco, CA	M. Wallace	(415)978-3113
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250

COMPUTERWORLD

continued from page 1

handled virtually all the move logistics.

After evaluating multiple options, the 500 Old Connecticut Path site was chosen, and Ciliberto and his team set to work confering with each department and the design team to develop floor plans and construction prints. Working closely with the Facilities Department, the IS team was responsible for implementing the data communications infrastructure in the new building, while simultaneously ensuring the integrity of the old system. The group also designed the new cable plant, work areas and computer room and assisted in the design of the conference room, training room and other common areas.

"A move of this sort cannot be accomplished without the cooperation of facilities, finance, telecom and IS," said Crosby. "It requires a concentrated effort by the whole team, combined with flexibility and patience to ensure the job is completed on time and under budget."

More than six months of careful preparation, including countless hours of overtime by staff in all three departments in the weeks leading up to the big move, helped ensure an almost seamless transition to the new site at 500 Old Connecticut Path.

Given the size of the employee population — well over 200 — "it wasn't practical for us to move everyone in one day," explained CW Senior VP/Finance **Matt Smith**. And so, the move was divided into three waves, with the first group heading the few miles down the road during the first week of August. A second group followed on Aug. 18, and by Aug. 25, the entire staff was together again in its new building.

THE IDG TELECOM DEPARTMENT WAS ON *call seven days a week, 24-hours a day, with staff logging 75- to 80-hour weeks from Aug. 4 through Labor Day. Above (seated left to right): Telecom Specialists* ***Maureen Roberti*** *and* ***Zena Savage****. Back row, left to right:* ***Earlene Sabin****, senior telecom analyst,* ***Jane Creighton****, director; and* ***Denise Bove****, telecom specialist.*

"I'd say it was 98% seamless," said Creighton, whose four-person staff handles all the telecom needs for *CW*, *Network World*, *CIO*, the Corporate Support Center and Mitch Hall Associates. For almost nine weeks, Creighton's group operated two PBX systems in tandem, working out the glitches in the new building while ensuring that none of the up to 4,000 calls routed through their consoles each day was affected by the move.

"Everyone worked hard and did a great job," noted Smith. "The move actually went a lot smoother than we had hoped, and given the new cabling, many systems are functioning more quickly and efficiently than before."

IDG Books Employees Catch Volunteer Spirit

THE VOLUNTEERS FROM IDG BOOKS WORLDWIDE PAUSE BRIEFLY FROM THEIR *flower-dispensing to pose for a picture. Gathered around resident Nan MacCabe and IDG Books HR Rep* ***Aoife McEvoy*** *are (from left): Soledad Iniego, hospital activity director; and IDG Books employees* ***Ginny Tolan, Pat Levenduski, Gareth Hancock, Christopher Ross, Allison Behr, Marian Wallace, Suki Gear, Erin McDermit, Heather Albright*** *and* ***Terry Somerson****. Not pictured:* ***Ron Hull, Martine Edwards*** *and* ***Terri Edelman****.*

It was a quiet Friday afternoon at the Hillsdale Extended Care Hospital in San Mateo, that is until 14 volunteers from IDG Books Worldwide walked through the door, clad in identical T-shirts.

The group was participating in San Mateo County's Week of Caring, an event born out of a partnership between the United Way and Volunteer Centers. It provided employers like IDG Books an opportunity to get actively involved with a non-profit organization in the local community.

With a mandate simply to visit and brighten the day of hospital residents, the volunteers, individually and in small groups, wandered and chatted to the senior residents. Once the ice was broken, the group distributed potted flowers and colorful cards, designed by Copy Editor **Ron Hull** and Assistant Editor **Heather Albright**, both from the Custom Press division. Many of the hospital's residents do not have regular visitors, so the lively interaction with the IDG Books volunteers was greatly appreciated.

And the verdict? Volunteers felt the experience was very worthwhile and hope to participate again next year.

Thanks to Aoife McEvoy for submitting this story.

NOTEWORTHY

NEW EMPLOYEES

Dena Todd has signed on as an administrative assistant at *PC World*. Dena received a business degree from the Katherine Gibbs School in Montclair, N.J.

Cynthia Meade has joined Integrated Media New Ventures as director of operations. Cynthia was most recently advertising finance manager for Time Warner's Parenting Group and she worked as corporate business manager for IMI from 1988-92. She has a BA in literature/journalism from Fresno State University and while she enjoys bike riding, tennis and reading, planning her wedding has been taking up all her free time lately.

Previously technology editor for *Surface Magazine*, **Mark Morford** has joined IDG Books Online Press as an assistant editor. Mark received a BA in English and literature from the University of California/Berkeley and lists fiction writing, dance, literature and racquetball as his favorite outside pursuits.

Serena Herr, who worked previously as an editor for *Trust for Public Land* and as a freelance magazine writer, has joined *Publish* as an associate editor. Serena has a BA in rhetoric from the University of California/Berkeley and enjoys hiking, piano and competitive trail riding.

CIO Communications welcomes two new employees. **Michael McPhee** is administrator, Executive Programs. Michael worked most recently as marketing manager for Digital Equipment where he was responsible for DEC's Executive Programs. He received a BS in marketing from the University of Alabama and counts golf and travel among his outside interests.

Previously regional manager for *Datamation*, **Keith Kenner** has joined *CIO* as regional manager for the North/Central territory. Keith has a BA in economics from Colorado College and devotes much of his free time to volunteer work and playing tennis.

Bill Horan has joined Infotainment World as newsstand sales manager. Bill comes to IFTW from Kable News, where he was an account executive. He earned a BS from Fordham University and enjoys sports and music.

Terence Chang is an interface designer for IDG Interactive Services Group. Terence has a BS in EECS from the University of California/Berkeley, an MA in ECE from Carnegie Mellon University and an M. Arch I from the University of California/Los Angeles.

Originally hired as a temp in the U.S. Sales Department, **Kathy Brooker** has joined IDG Books full-time as a sales report coordinator. She has a BA in communications from Ohio State University and lists skiing, hiking, reading and movies as her free-time pursuits.

Delores Barraza is a customer service representative for IDG Books. Delores attended Heald Business College and enjoys rollerblading and sampling an array of culinary delights.

Gail Edgett is assistant to the president at IDG International Marketing Services in Framingham. Gail occupies her time outside the office with gardening, boating, skiing, reading and walking.

AUGUST PROFIT MARGIN REPORT: PC WORLD

First Quartile	PC World Sweden PC World Argentina Sweden Windows World	PC World Australia PC World New Zealand
Second Quartile	PC World Denmark PC World Netherlands PC World U.S.	PC World Turkey Japan Windows World
Third Quartile	PC World Bulgaria PC World Norway PC World China	Norway PC World Ekspress PC World Taiwan PC World Germany
Fourth Quartile	PC World Poland PC World Hong Kong Sweden Mikrodatorn	PC World Brazil PC World Hungary

LEADERS OF THE PACK

PC WORLD
32 bitar nu!
PC WORLD
NetWorld
SCSI
Opgradering
Lyd på pc'en

PC World Sweden *logged the highest profit margin for August 1995, while* PC World Denmark *reported the greatest improvement in profit margin for August 1995. The highest year-to-date profit margin was reported by* PC World China.

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Accounting Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

IDG Business Units Hosts Comdex Cafe

For the fifth year in a row, IDG Marketing Services/U.S. and sponsoring publications will be hosting the IDG Comdex Cafe during the annual Comdex show in Las Vegas next month.

Jointly sponsored by various IDG business units, the cafe provides a quiet venue for entertaining clients during regular show hours. It will be open from 10 a.m. to 5 p.m. Monday, Tuesday and Wednesday Nov. 13, 14 and 15. Lunch will be served from 11:30 a.m. to 1:30 p.m. Coffee, soft drinks and snacks are available all day long.

Attendance is by invitation only and only IDG staff and guests sporting the distinctive gold sticker on their Comdex badges will be admitted.

The cafe is located in the Las Vegas Convention Center, which is the main show venue.

If you are interested in having your clients invited to drop by the cafe, please contact Marketing Services Events Manager **Jennifer Rizzo** as soon as possible by telephone at: 617-534-1258, via the Internet at: jennifer_rizzo@idg.com or Business-Talk: J.Rizzo.

IDG
COMDEX CAFE

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SIXTEEN YEARS

Lloyd Cohen - IDC

FOURTEEN YEARS

Ellen Markoff - InfoWorld
Lucienne Bosser - IDG France

ELEVEN YEARS

Madeleine Spencer - IDC
Don Bellomy - IDC
Nadine Cogibus - IDG France
Sharon Bryant - Computerworld

NINE YEARS

Karen Timmons - IDC
June Wallach - LINK Resources
Susan Middleton - IDC
Linda Holbrook - Computerworld
John Corrigan - Computerworld

EIGHT YEARS

Lew McCreary - CIO

SEVEN YEARS

Linda Rich - IDC
Janet Nixon - IDC
Noel McLaughlin - Multimedia World

SIX YEARS

Bruce Witney - IDC
Sarah Bertacchi - InfoWorld
Karen Rokkedahl - IDG Germany

FIVE YEARS

Duane Hampson - PC World
Nancy O'Connell - CIO
Daniel Gentile - Network World
Leigh Buchanan - CIO

FOUR YEARS

Brent Romero - IDC
Jennifer Vettraino - IDC
Yvonne Zuniga - Computerworld
Steve Pelosi - IDG
Alexandra Levrault - IDG France

THREE YEARS

Arne Uppheim - IDG Norway
Inger Lise Saetrang - IDG Norway
Robert Peyton - IDC
Phillip Hulbert - IDC
Bruce Davidsom - IDC
Joe Loiselle - IDC
Aurelio Llorente - IDG Spain

TWO YEARS

Gunnar Astrup - IDG Norway
Michael French - LINK Resources
Lisa Bloom - IDC
Martha Finn - Computerworld
Nancy Mack - Computerworld
Janey Davey - PC World
William Kerber - CIO
Darlene Cunningham - IDG Books

ONE YEAR

Per Stenberg - IDG Norway
Gill Warren - IMS/Europe
Charles Helliwell - IMS/Europe
Stephanie Flett - Computerworld
Lori Boriardi - Computerworld
Brian Robinson - FCW Group
Nicole Glinski - Computerworld
Michael Joseph - IDC
Deepinder Sahni - LINK Resources
Darlene Bordwell - IDC
Traci Bair - IDC
Gary Moynahan - Computerworld
Jennifer Pattenaude - Computerworld
Ülfet Ergun - IDG Turkey
Harry McCracken - PC World
Rick Overton - PC World
Dan Doerner - Intergrated Media
Steve Mollman - InfoWorld
Susan Ryan - InfoWorld
Pardu Vadlamudi - InfoWorld
John Trinkl - Interactive Svcs. Group
Tracey Grogan - CIO
Steve Costa - Macworld
Christoffer Martinsson - IDG Sweden
Björn Segerblad - IDG Sweden
Anna Enström - IDG Sweden
Veronica Sjöstrand - IDG Sweden
Nathalie Boss- IDG France
Christina Cheney - Infotainment World
Christopher Nicolella - Infotainment World
Manisha Patel - Infotainment World
Laura Watt - Infotainment World
Angela Hunckler - IDG Books
Creamy Lo - IDG Hong Kong
Merri Mack - IDG Australia

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Bill Binan will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*.

HONORABLE MENTIONS:

"Yup, we here at Ziff Davis have a pretty good grip on that Information Superflyway thigamajig."

- Jeff Heather
IDG IS

"We're beta-testing a new book for IDG — *Paper Airplanes For Dummies*."

- Gwenette Gaddis
IDG Books

"Our message strategy is rather up in the air now that Microsoft has pushed back Exchange..."

- Steve Ireland
IDG Australia

"According to our source at IDC, the higher the partitioning, the slower the Notes server gets!"

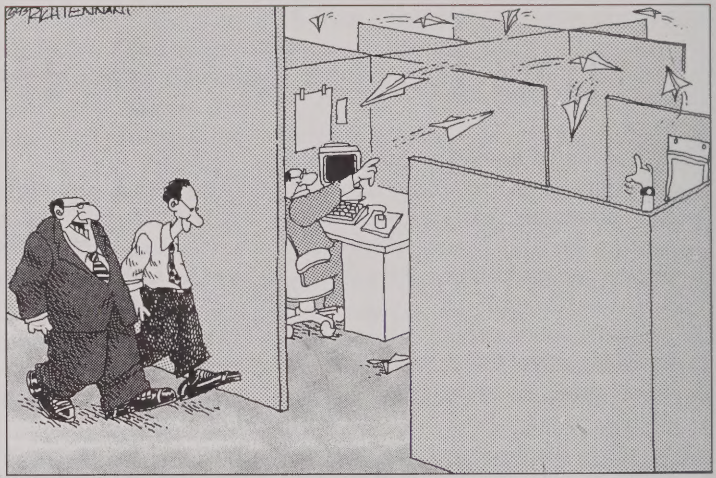
- Adrian Jones
IMS/Europe

"I was skeptical of putting Herman in charge of R&D too, but maybe I misjudged him. He said the group was already testing the new plain paper fax prototypes."

- Andy Eddy
Infotainment World

"I *said*, to design a better joystick, we need to better understand flight simulation games. I didn't mean..."

- David Kellar
IDC Japan



"Strotus, I'm amazed that a young developer like yourself has single-handedly designed an e-mail system so quickly. Strotus Notes. You could be onto something here son."

- Bill Binan
IDG Marketing Services

"Digby my boy, that new office automation project of ours has brought new meaning to the phrase 'paperless office'."

- John Marc Clark
IDC Latin American Research Group

"As you'll see by the overwhelming productivity, the move to 500 Old Connecticut Path was a definite success."

- Mike Taylor
Response Technologies

"All the Internet traffic was slowing down the LAN quite a bit, but we came up with an inexpensive way to add some bandwidth."

- Ted Julian
IDC

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 43
October 23, 1995

IDG'S PHILIPPINE LICENSEE ADOPTS PC WORLD NAME, LAUNCHES WEB SITE
PAGE 2

ON LINE: IDG PRESIDENT KELLY CONLIN TALKS ABOUT IDG'S RECENT EXPO ACTIVITIES
PAGE 3

PUBLISH LAUNCHES RGB WEB SITE FOR ELECTRONIC PUBLISHING PROFESSIONALS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Sweden Celebrates 10 Years of Success

IDG CHAIRMAN PAT McGOVERN (RIGHT) *congratulates IDG Sweden Managing Director* ***Bengt Marnfeldt*** *on 10 successful years.*

THE WELL-KNOWN SWEDISH SINGERS *Karin Glenmark and Mikael Samuelsson entertained guests with popular songs from the musical Chess.*

When **Bengt Marnfeldt** threw a party to mark the launch of CW Communications Sweden AB 10 years ago, staff and friends gathered to celebrate the occasion in his apartment.

Ten years, 180 employees, 11 publications, four newsletters, IDG Sweden Books, four trade shows, an online service and WWW site later, the Grand Hotel in Stockholm served as the backdrop for a gala celebration. Five hundred employees, customers and other guests gathered to enjoy a sumptuous three-course dinner and entertainment provided by two of Sweden's well-known singers.

IDG Chairman **Pat McGovern** was among those gathered to pay tribute to 10 fruitful years in the Swedish market and presented Marnfeldt with an award in honor of the company's many achievements. Marnfeldt used the opportunity to quote Albert Einstein, saying "The faster you move, the longer you'll live." He continued, addressing the sea of customers: "Considering the speed of the computer industry, we are all immortal, so you'll have to live with IDG forever."

Network World Fusion Builds An Electronic Community

With a name that reflects its intent to create a total fusion between print and electronic media, *Network World Fusion* debuted last month at Networld + Interop. The new Internet service has twin missions: strengthening *Network World*'s relationship with readers by giving them added value online and opening up new advertising options for clients that offer direct interaction with readers.

Editorially, *Network World Fusion* includes daily news updates and extends the approximately 10 key stories in each week's *Network World* by adding expanded content and creating hyperlinks to related *NW* articles and information on the Internet. *NW Fusion* differentiates itself from its competitors by saving users time, directing them to specific resources such as white papers or industry analysis rather than simply linking to another company's home page.

"Our goal is to create minitutorials on whatever subject we cover," said Online Editor **Adam Gaffin**, who scours the Internet to identify resources related to each topic. "For example, we reported that Smith-Kline Beecham is changing their messaging

•CONTINUED PAGE 4•

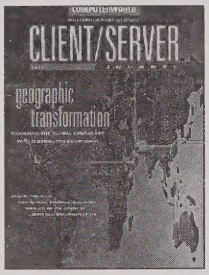
IN BRIEF

CW Client/Server Journal Honored for Design Excellence

Computerworld Client/ Server Journal was recently honored with two design awards in the 7th Annual Dimensional Art Directors and Illustrators Awards Show.

The artwork was selected from more than 1,400 entries from around the world for creative excellence in three dimensional illustration.

Geographic Transformation," rendered by 3-D Illustrator **Mary Bono**, took a bronze award in the Business Trade Magazine Cover category and the "DCE Hands Spread," by 3-D Illustrator **Alan Brunettin**, won a bronze award in the Business Trade Magazine Spread category.



"These awards mean that our continuing effort to win the interest of our readers is being applauded by some of the top professionals in graphic design," said Art Director **Stephanie Faucher**. "We really make an effort to create something that's going to be interesting and helpful in communicating the story's message."

All winners will be exhibited in their printed form at the Art Directors Club of New York from Nov. 27 through Dec. 1.

Computerworld's '95 Salary Survey Shows 4.5% Increase

The results of *Computerworld*'s ninth annual salary survey are in, and they show that computer professionals' salaries overall increased an average of 4.5 percent last year, faster than the national average of three percent.

In cooperation with the Society for Information Management, *CW* polled 987 information systems professionals in the U.S.

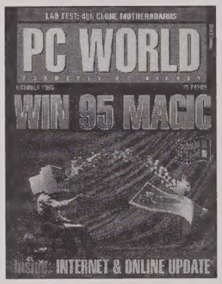
The average salary plus bonus for CIOs is $91,568; for communications managers, $60,278; senior systems analysts, $51,910; local-area network managers, $46,802; and help desk operators, $29,486.

"In 1994, the pie got bigger for almost everyone in IS," said *CW* Editor-in-Chief **Bill Laberis**. "The big money gains are funneling to the areas that are mission-critical to competitiveness in the 1990s —personal computers and interconnecting the people who use them."

The computer field, historically dominated by men, is still far from gender-neutral. Women account for just over 37 percent of IS jobs, well below the national average of 43.7 percent women in the total U.S. work force, according to U.S. Department of Commerce figures.

PC World Philippines Unveils New Name, Look and Web Site

PC Digest, published by IDG's Manila-based licensee since 1989, has changed its name to *PC World Philippines* to closer ally itself with the reputation and strength of the *PC World* brand in markets around the globe. In conjunction with its name change, the publication has also unveiled an extensive redesign and launched a home page on the Web.



"We like to think of our new moniker as reflecting an ever-expanding and progressive outlook, which the word 'world' connotes," said Publisher **P.W. Wong**. "And of course, we've taken the change of name as an opportunity to supercharge the magazine in both form and content." The magazine's new look includes enhanced section heads and dividers and increased use of graphic and color throughout.

Wong is quick to emphasize that despite the association with a global brand, this edition of *PC World* will remain a Philippine publication, committed to addressing the needs of local users. As the Philippine market evolves and expands, especially in cyberspace, Wong plans for an increase in local coverage.

While *PC Digest* has maintained a BBS for the past five years — the BBS will soon be renamed — *PC World Philippines* recently launched its own site on the WWW. The site, which is still being beta-tested, was designed by former *PC Digest* columnist **Jim Ayson** and will incorporate ongoing feedback from users.

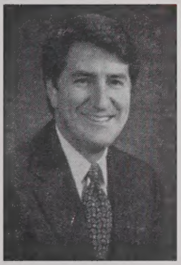
Calling All Webmasters

Many IDG offices are getting involved in publishing information over the World Wide Web. But they may not know about the work others in the organization are doing along the same lines. If the Web people within IDG get together they may exchange useful information.

Torben B. Sørensen, Webmaster at IDG Denmark, is currently trying to get in touch with other IDG Webmasters. He proposes meeting in Las Vegas before or during Comdex/Fall in November.

If you are involved with Web publishing and would like to meet other IDG Web people, contact Torben at tel: +45 36 19 91 23, +45 36 19 91 00; Internet: t.sorensen@idg.com or Notes: Torben B. Sørensen/ Computerworld/Denmark/ IDG Net.

ON LINE



KELLY CONLIN

IDG president is this week’s columnist.

Q Does IDG’s investment in Netscape affect the value of the ESOP?

A All profits of IDG, including the profits from non-operating sources, are factored into the evaluation of IDG by the independent appraiser. Obviously, operating profits from ongoing businesses have the most significant influence on the corporate value. The most important element in achieving increases in the value of ESOP is increasing the profits of IDG’s businesses.

IDG has handed over management of ComNet to Mitch Hall. Does this now mean IDG is officially out of the show business in the U.S.? If not, how is IDG still involved in producing these shows? Do we have a financial stake in any of these shows? Does the company retain the right to license MACWORLD, ComNet, E3, etc. overseas?

IDG very much remains in the show business. In fact, current forecasts show expositions to be one of the fastest growing areas for IDG in the year ahead.

IDG formed a new venture with Mitch Hall, called IDG/MHA Event Management, to manage the operational planning and logistics for many of our domestic shows, including ComNet, MACWORLD, E3 and DV/CDROM Expo.

However, IDG retains full ownership of the shows and is ultimately responsible for ensuring that each of the show “brands” is managed appropriately. In the case of ComNet, for example, IDG is establishing a ComNet support center that will have responsibility for the strategic positioning of the show, including conference programs, steering committees and international show support. In the case of E3, Pat Ferrell and Infotainment World are developing a support center for the E3 shows.

An analogy that might be useful is that, in a publication’s case, it depends on many specialists — printing plants, distribution services, fulfillment companies — to produce a publication. In the same way, an exposition requires expertise that we believe can be most effectively and efficiently managed by an exposition specialist. In the United States, this new venture, IDG/MHA Event Management, will be that specialist. Outside the U.S. we use a variety of specialists.

Internationally, International Publishing Services is now responsible for licensing IDG shows worldwide in the same way we license publications, and International Marketing Services is responsible for selling U.S. companies into our international shows, just as they do for our global publication family. We will be even more aggressive in the future with our international exposition activities. Indeed, on October 27 IDG will hold a press conference in Tokyo announcing that E3 will be expanding next year into that major market.

This new structure combines the expertise resident in the IDG service groups such as IPS and IMS, the strengths of our market-savvy publishing business units that create new expositions for their audiences, and specialists in exposition management and execution. Indeed, we have several major new shows on the drawing board, ensuring that expositions will continue to be a key growth area for IDG.

The April issue of Forbes magazine ran a profile of you that said you first became interested in IDG while at the Harvard Business School in 1985. Why were you interested in IDG, and what other companies appealed to you?

During the course of two years at business school, you read case studies on literally thousands of businesses. You become accustomed to dramatic business stories of all kinds. Yet, when I read about IDG on the front page of *The Wall Street Journal*, I was immediately intrigued. Part of the intrigue was the vision that created and sustained the company, part of it was the company’s success, part of it was the organizational style, part of it was descriptions of founder Pat McGovern.

So, I called Pat and we met, agreeing to stay in touch. At the time, I was also talking to a variety of other media companies. I ended up going back to *The New York Times*, but the next time my path crossed with Pat’s, I left the *NYT* to join IDG.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the “On line” columnists, story ideas for IDG World Update, or comments about this issue:

Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

NW FUSION

continued from page 1

infrastructure. The person in charge of those changes is also president of the Electronic Messaging Association, and *NW* did a Q&A with him last year, so we provided a link to that story, among other materials."

According to Gaffin, providing the links is more an issue of research time than creativity, although he's found that it's important to consider how to best package the related information, how to create the link itself and where to place it within the story.

The news section of *NW Fusion* also includes a robust index of Internet resources organized by technology that has been widely praised by users, an online-only weekly industry analysis column and an archives of the past two years of *Network World*.

Other sections within *NW Fusion* include reader forums, a reference section, career information, professional development tools and training, an interactive catalog of vendor products and services and *Network World* contact information.

Network World Fusion got off to an auspicious start by unveiling one of one of the largest collections of paid advertisers on any Web information service. More than 40 advertisers signed on for the debut, including heavyweights such as AT&T, Digital, Netscape, 3Com and Cisco.

One distinctive element of the advertisers' presence on *NW Fusion* is that they can place content directly on the site. Each ad includes a "billboard" (usually a company logo or special offer) and five Web pages that can be used for a variety of purposes. The benefit of keeping the advertiser material within the site is to take advantage of the exclusive HyperLeads™ system.

Whenever users respond to the action items within an ad, *Network World*'s HyperLeads program creates a full lead report, including user-generated comments, and E-mails them to the advertisers each day. The data is gathered from the existing *NW* subscriber database. If the user is not an *NW* subscriber the data is collected from the online qualification form the user fills out to gain access to *NW Fusion*. In this way, *NW Fusion* follows the controlled circulation model of publishing in that *NW* can profile all *NW Fusion* users.

Another *Network World*-developed program, HyperStats™, provides viewership and response reports that contain system-wide averages that enable advertisers to fine-tune their marketing messages.

"One of our challenges is to get advertisers to think more like direct marketers than mass media advertisers," said *NW* Vice President of Business Development **Bill Reinstein**. "Part of this is educating them on how to generate leads in this online medium." *Network World* encourages advertisers to make their billboards attractive enough to persuade a user to take an action, such as download demo software, respond to free trials, etc., that will demonstrate that the user is a high quality lead. *NW* staff also help create content pages for advertisers who don't have the resources or channels to develop online material.

VIRGINIA LEHR

WEBMASTER ED GARABEDIAN (LEFT), ONLINE EDITOR ***Adam Gaffin*** *and Product Manager* ***Ann Roskey*** *are the core evangelists for Network World Fusion. Using a virtual department" approach to managming its new electronic product has resulted in the entire company contributing to its success.*

Readers are directed to *Network World*'s electronic counterpart by graphical callouts in each story that is extended online, as well as by print alerts in the table of contents. In addition, *Network World* is aggressively promoting the service through direct mail, issue wraps and advertising. Since its inception, *Network World Fusion* has recorded more than 315,000 "hits" and more than 10,000 registered users.

Among its other claims to fame is the fact that *Network World Fusion* debuted just a few short months after its core team began working on the project in May. It continues to be managed by people who maintain ties to different *NW* departments but devote 100% of their time to *NW Fusion*. Online Editor **Adam Gaffin** is part of Editorial, Webmaster **Ed Garabedian** is in Information Systems and Product Manager **Ann Roskey** is in the Professional Development Group.

Network World President **Colin Ungaro** said the unusual management structure is a key selling point for *NW Fusion*. "We chose a 'virtual department' approach instead of setting up a separate division because we felt that this was really the only way to ensure the electronic product was actually an integrated extension of *Network World*," he said. "Since all departments are involved in the project, everyone is part of the *NW Fusion* team, contributing ideas, taking ownership and sharing in the rewards, fun and excitement." 🖳

For more information contact Ann Roskey (aroskey@nww.com), Adam Gaffin (agaffin@nww.com), Ed Garabedian (edg@nww.com) or Bill Reinstein (billr@nww.com) or call them at 508-875-6400.

CONTACT INFORMATION FOR NETWORK WORLD FUSION

To check out *Network World Fusion*, point your Web browser to http://www.nwfusion.com and use the following special account: log in as member name "IDG" and enter the password "nwf." If you plan on using *NW Fusion* frequently, you should complete the registration form and open a full account.

IDG Job Opportunities Update
Monday October 23, 1995

SYSTEMS ANALYST (CW/RT)
The ideal candidate will have 3-5 years' FoxPro 2.5/2.6 DOS/Windows programming experience in a Novell network environment and a proven ability to reliably produce highly-readable code under tight time constraints. Position requires extensive use of SQL and conformance to standard naming/coding conventions. Excellent analytical, interpersonal communication and customer service skills required. Novell or Lotus Notes certifications are a plus.

DISTRICT SALES MANAGER (FCW)
The person in this position will be responsible for representing the VA/MD/DC area for Federal Computer Week. The ideal candidate is a team player who has 5 years of hi-tech outside sales experience, excellent communication skills and must be a team player.

RESEARCH ANALYST, IDC European Commercial Systems and Servers (IDC - London)
The successful candidate will research and analyze competitors and the key trends effecting the LAN server market in Western Europe. This person will work closely with LAN server vendors in order to estimate sales statistics and deliver accurate reports covering multiple European countries and will work daily with other IDC researchers in Europe and the U.S. We are looking for someone with an inquiring and analytical mind, two to three years of relevant industry experience, and extremely strong writing and presentation skills. Knowledge of PC tools such as Excel and Word is essential. A second language, such as German or French, is a plus. This position will be hired by IDC UK office and will be eligible for UK benefit programs.

SENIOR INDUSTRY ANALYST, Software Distribution Channels (IDC)
This is a senior analyst position in the Worldwide Distribution Channels program. Frequent contact with the press, wall street analysts and senior management at major IT manufacturers means the successful candidate will assume a high profile role with a number of key responsibilities. These include: managing a program P&L, representing IDC and speaking at industry gatherings, writing research reports and collaborating with the sales and marketing organizations to generate new business. The ideal candidate will have a bachelor's degree, 2-5 years sales or marketing experience with IT channels of distribution, excellent writing and interpersonal skills and a genuine desire to take charge.

SENIOR INDUSTRY ANALYST, Networking Distribution Channels (IDC)
This is a senior analyst position in the Worldwide Distribution Channels program. Frequent contact with the press, wall street analysts and senior management at major IT manufacturers means the successful candidate will assume a high profile role with a number of key responsibilities. These include: managing a program P&L, representing IDC and speaking at industry gatherings, writing research reports and collaborating with the sales and marketing organizations to generate new business. The ideal candidate will have a bachelor's degree, 2-5 years sales or marketing experience with IT channels of distribution, excellent writing and interpersonal skills and a genuine desire to take charge.

INFORMATION SYSTEMS CONSULTANT (IDG)
Responsibilities include implementation of the communication hardware for the financial systems, trouble shooting of connections and print services, and installing and supporting servers for imaging, workflow and database reporting. Diverse technical environment includes VAX/VMS, Novell, Windows, MAC, TCP/IP, UNIX, Windows NT and various types of communication devices such as routers, bridges, DEC servers and muxes. The ideal candidate will have a college degree, 3+ yrs. of experience, strong interpersonal and communication skills and exposure to report writers and 4GL. This position is located in San Francisco and will be reporting to the Corporate IS Director in Framingham, MA.

IDG Job Opportunities Update

Monday October 23, 1995

PUBLIC RELATIONS MANAGER (IDG/MSD)
The PR Manager will lead the execution of IDG's corporate public relations program. Responsibilities will include contribution to communications strategy and plan, development of press releases, background briefing documents and related materials, and selection and management of a PR agency. Several years of PR experience and excellent written and verbal communication skills required.

ACCOUNTING MANAGER (IDG BOOKS)
Responsible for analysis of the monthly balance sheet close, in coordination with the FP&A group's P&L close. Supervise and review all work relating to accounts payable, royalty accounting, cost accounting and general ledger. Establish and document policies and procedures for handling business transactions and perform periodic audits of distribution center billing statements. Requires a CPA or MBA, a BS/BA in Finance Accounting or equivalent, and a minimum of 5 years of accounting experience.

ASSOCIATE PROJECT COORDINATOR (IDG BOOKS)
Work with Layout Technicians to ensure that the Book is prepared for layout, shipment to the printer and all non-electronic elements are archived. Coordinate and communicate with freelancers, manufacturing, design team and other players to ensure that schedule dates are met and process runs smoothly. Requires 2-3 years of related experience with knowledge of layout, book publishing, FileMaker Pro, Excel and PageMaker on the Mac. Must be flexible with excellent organizational and prioritizing skills.

MANAGER, New Business Development (IDG BOOKS)
Responsible for implementation and maintenance of selected vendor relationships in new business arenas including new media, on-line, video, etc. Identify, qualify and negotiate new products based on popular *...For Dummies* content; work with publishing team on strategy for new products and work closely with Book Product Acquisitions department. Must have a minimum of 2 years' experience in vendor/new business relationships in position of full vendor responsibility. New media or on-line experience and a college degree required. Computer product experience and trade book/acquisitions experience a plus.

ACQUISITIONS EDITOR, New Business Development (IDG BOOKS)
Responsible for strategy, implementation and maintenance of selected vendor relationships in new business arenas including new media, on-line, video, etc. Identify, qualify and negotiate new products based on popular *...For Dummies* content; .and manage Book Product Acquisitions department on strategy for new products Must have a minimum of 4 years' experience in vendor/new business relationships in position of full vendor responsibility. New media or on-line experience and a college degree required. Computer product experience and trade book/acquisitions experience a plus.

TRADESHOW MANAGER (IFTW)
This person will be responsible for all operations and logistics, contract negotiation, and union management. Experience with domestic and international show management required. Excellent communication and negotiation skills required. Candidate must have 6+ years of hands-on show and event planning experience. Extensive travel required.

SALES MANAGER (IFTW)
The person in this position will manage all aspects of exhibit space sales including lead generation, face-to-face sales and account management. 3-5 years' sales experience in multimedia markets with exhibit space sales experience highly desirable.

IDG Job Opportunities Update
Monday October 23, 1995

SALES ASSOCIATE (IFW)
Handle weekly closing of display edition, interaction with clients via telephone, database management and general administrative support in a fast-paced environment. Attention to detail and exceptional organization, customer service and phone skills required. Ability to work independently and PC literacy also required.

ASSOCIATE EDITOR -Desktop Systems (IFW)
Seeking an individual at the associate or senior level to edit extensive, in-depth reviews of desktop computers, storage devices, operating systems and related products. Candidates should have solid writing and editing skills, knowledge of computer hardware and operating systems and the ability to work closely with a team of technical specialists. Leadership and management experience a plus.

SALES ADMINISTRATION MANAGER (IFW)
Assist the Eastern Advertising Director with projects, presentations, research materials and general administrative support. Responsible for developing and maintaining overall activities of the Eastern region, as well as implementing and supervising the daily activities of the Framingham office. Must have exceptional communication and organizational skills and full knowledge of Microsoft Office software.

TEST DEVELOPER - LAN Team (IFW)
Produces Local Area Networks for Test Center. Must have extensive experience in LAN testing, integration, or troubleshooting for NetWare networks. LAN-team related technologies include: network operating systems, servers, network management utilities, network backup hardware and software, network interface cards, LAN/WAN protocol analyzers, hubs, switches, misc. network utilities, anitvirus software and wireless LAN's.

ADMINISTRATIVE ASSISTANT, PC Letter (IFW)
Responsible for customer/subscriber service, scheduling and coordinating customer meetings & briefings, implementing systems for handling large numbers of incoming faxes and mail, overall office management. Work closely with Event and Newsletter Production teams and will serve as key point person for PC Letter deliverables and deadlines. Requires proven organizational and customer service skills, strong Mac and PC application skills and a minimum of 3 years of corporate business experience.

RESEARCH DIRECTOR (IVI)
Responsibilities include providing client consultation on application of information technology; planning, conducting and publishing research and providing sales support. The ideal candidate has over 10 years' experience in IT research or consulting and strong client interaction and communication skills required.

ACCOUNT MANAGER (PCW)
Ideal Candidate will be responsible for maintaining and increasing sales for accounts in Fremont, CA and selected accounts in Silicon Valley. Responsibilities include maintaining strong agency and client relationships while establishing new relationships. Candidate must possess excellent industry knowledge. A minimum of 3 years selling experience required.

MIDWEST ADVERTISING DIRECTOR (PCW)
The Individual is this position will mange the Midwest sales staff. Responsibilities include forecasting monthly and quarterly ad pages and revenue, maintaining strong agency and client relationships while establishing new relationships and personally managing some midwest accounts. Candidate must possess excellent industry and outstanding leadership skills. A minimum of 5 years selling experience plus 2 years sales management experience required.

IDG Job Opportunities Update

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Division		Title	Location	Contact Mgr.	Fax
CC	Admin	Managing Editor, Computer Currents	Emeryville, CA	R.Luhn	(510)547-4613
CCI	Admin	Ancillary Products Administrator	Peterborough, NH	J. Engel	(603)924-7013
CW	Admin	Marketing Assistant	Framingham, MA	C. Chupka	(508)879-3760
CW	Admin	Sales / Marketing Coordinator	Framingham, MA	C. Chupka	(508)879-3760
CW	Admin	Sales Associate, Client Server Journal	Burlingame, CA	L. Lehane	(415)347-8312
CW	Admin	Office Services Administrator	Burlingame, CA	T. Lehane	(415)347-8312
CW	Admin	Receptionist	Burlingame, CA	T. Lehane	(415)347-8312
CW	Admin	P/T Reprints Coordinator	Framingham, MA	C. Chupka	(508)879-3760
CW	Admin	Sales Associate	San Francisco, CA	T. Lehane	(415)347-8312
CW	Admin	Ad Coordinator	Framingham, MA	T. O'Connor	(508)879-3760
CWDD	Admin	Marketing Database Specialist	Framingham, MA	T. O'Connor	(508)879-3760
FCW	Admin	Administrative Assistant	Falls Church, VA	T.Guest	(508)935-4600
IDC	Admin	Administrative Assistant, IS	Framingham, MA	E. Martin	(508)935-4610
IDC	Admin	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4610
IDC	Admin	Administrative Assistant, Comm.	Framingham, MA	E. Martin	(508)935-4610
IDG	Admin	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4600
IDG/B	Admin	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Admin	Customer Service Specialist	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Admin	Operations Assistant	Indianapolis, IN	J. Maroney	(317)596-5240
IDG/B	Admin	Marketing Assistant	Indianapolis, IN	J. Maroney	(317)596-5240
IDG/B	Admin	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Admin	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Admin	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Admin	Administrative Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5240
IDG/B	Admin	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5240
IDG/B	Admin	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3206
IDG/CSC	Admin	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4600
IDG/CSC	Admin	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4600
IFW	Admin	Administrative Assistant	San Mateo, CA	L. Schmid	(415)312-0668
ISG	Admin	Content/Administrator	San Mateo, CA	C. Neumann	(415)286-6799
IVI	Admin	Administrative Assistant - Part-time	Framingham, MA	T. Guest	(508-935-4600
MAC	Admin	Administrative Assistant	San Francisco, CA	M. Chow	(415)442-0766
MAC	Admin	News Coordinator	San Francisco, CA	G. Gruman	(415)442-0766
NW	Admin	Sales Assistant	Sunnyvale, CA	C. Stiglic	
PCW	Admin	Receptionist/Administrative Asst,	San Francisco, CA	J. Fuchs	
PCW	Admin	P/T Project Coordinator	San Francisco, CA	N. Miller	
PCW	Admin	Advertising Information Assistant	San Francisco, CA	M. Wallace	
PCW	Admin	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)442-1891
IDG/B	Admin	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5240
CWDD	Admin	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)879-3760
IDG/B	Admin	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3206
LINK	Admin	Librarian	New York, NY	D. MIller	(508)935-4610
MAC	Admin	Inventory Controller	San Francisco, CA	L. Black	(415)442-0766
PCW	Admin	Presentation Specialist	San Francisco, CA	A. Abrams	
CCI	Art/Des	Graphics & Art Director	Cambridge, MA	J. Engel	(603)924-7013
CIO	Art/Des	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)935-4600
CW	Art/Des	Graphic Designer	Framingham, MA	T.O'Connor	(508)879-3760
CW	Art/Des	Junior Designer	Framingham, MA	T. O'Connor	(508)879-3760
IDG/B	Art/Des	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3206
IVI	Art/Des	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4600
PCW	Art/Des	Senior Designer, Informational Graphics	San Francisco, CA	R.Kanes	
PCW	Art/Des	Manager, Online Design	San Francisco, CA	N. Miller	(415)442-1891
MAC	Circ	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)442-0766
IDG/B	Director	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5240
CIO	Director	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)935-4600
IDG/B	Director	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5240
IDG/B	Director	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	(415)655-3206
IDC	DTP	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4610
IDC	DTP	Desktop Publishing Supervisor	Framingham, MA	E. Martin	(508)935-4610
CIO	Edit	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)935-4600
CIO	Edit	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)935-4600
CW	Edit	Associate Editor	Framingham, MA	S. Perry	(508)879-3760
CW	Edit	Senior Editor, Management and Storage	Framingham, MA	M.Johnson	(508)875-8931
CW	Edit	Copy Editor	Framingham, MA	S. Perry	(508)879-3760
CW	Edit	Senior Editor	Framingham, MA	S. Perry	(508)879-3760
CW	Edit	Senior Editor, Management	Framingham, MA	A. Alter	(508)875-8931
IDC	Edit	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4610
IDG/B	Edit	On-Line Acquisitions Editor	Foster City, CA	P.Levenduski	(415)655-3206
IDG/B	Edit	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5240

IDG Job Opportunities Update

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IDG/B	Edit	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3206
IFTW	Edit	Book Editor	San Mateo, CA	K. Lynch	(415)349-5279
IFW	Edit	Associate Editor - Desktop Systems	San Mateo, CA	S.Barnes	(415)312-0668
IFW	Edit	Department Editor / Hardware	San Mateo, CA	S. Barnes	(415)312-0668
IFW	Edit	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0668
MAC	Edit	Associate Editor - Reviews	San Francisco, CA	C. Person	(415)442-0766
MAC	Edit	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)442-0766
NW	Edit	Copy Editor (2)	Framingham, MA	D.Volpe	(508)935-4600
NW	Edit	Staff Writer	Framingham, MA	M. Cornetta	(508-935-4600
PCW	Edit	Assistant Online Editor	San Francisco, CA	C. Baskin	
PCW	Edit	Associate Online Editor	San Francisco, CA	C. Baskin	
PCW	Edit	Senior, Online Editor	San Francisco, CA	C. Baskin	
PCW	Edit	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	
PCW	Edit	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	
PCW/MMW	Edit	Copy Editor	San Francisco, CA	K.Stein	
PCW/MMW	Edit	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	
CCI	Edit	Executive Editor	Peterborough, NH	J. Engel	(603)924-7013
CW	Edit	Senior Editor	Framingham, MA	J. Connolly	(508)875-8931
IFW	Edit	Associate / Senior Editor	San Mateo, CA	S. Barnes	(415)312-0558
IFW	Edit	Assistant Editor	San Mateo, CA	S. Barnes	(415)312-0558
MAC	Edit	Associate Editor, Departments	San Francisco, CA	C. Person	(415)442-0766
IDG/B	Edit	Software Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5240
IDG/B	Edit	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Edit	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3206
IDG/B	Exec	Publisher	Foster City, CA	P. Levenduski	(415)655-3206
IDG/CSC	Exec	Director, Business Analysis	Boston, MA	S. Brown	(508)935-4600
IFTW	Exec	Publisher E2	San Mateo, CA	C. Yam	(415)349-5279
IMI NV	Exec	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)267-1732
ISG	Exec	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)286-6799
ISG	Exec	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)286-6799
ISG	Exec	VP Operations	San Mateo, CA	C. Neumann	(415)286-6799
MAC	Exec	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3272
MAC	Exec	Publisher	San Francisco, CA	S. Ginenthal	(415)442-0766
PCW	Exec	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)974-7316
PCW	Exec	Adv. Director for Market Development	San Francisco, CA	J. Edman	
IFTW	Expo	Expo Manager	San Mateo, CA	S. Hollingsworth	(415)349-5279
IFTW	Expo	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)349-5279
IFTW	Expo	Tradeshow Manager	San Mateo, CA	K. Lynch	(415)349-5279
IDG	Finance	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4600
IDG	Finance	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4600
IDG/CSC	Finance	Financial Analyst	Boston, MA	P. Fowler	(508)935-4600
IFTW	Finance	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)349-5279
PCW	Graphic	Asst. Designer / Informational Graphics	San Francisco, CA	R. Kanes	
CW	HR	P/T Human Resources Assistant	Framingham, MA	C. Chupka	(508)879-3760
IDC	Library	P/T Library Clerk	Framingham, MA	E. Martin	(508)935-4610
IDC	Library	P/T Library Clerk	Mt. View	E. Martin	(508)935-4610
IDC	Mgr	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4610
IDC	Mgr	Manager, PC Distribution Channels	Framingham, MA	D. Miller	(508)935-4610
IDG/B	Mgr	Manager, New Business Development	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Mktg	Director, Corporate Marketing Services	Foster City, CA	P.Levenduski	(415)655-3206
IDG/B	Mktg	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3206
CW	Mktg	Senior Marketing Specialist	Framingham, MA	T. O'Connor	(508)879-3760
IDG/IMS	Mktg	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)879-9519
IDG/B	PR	Director, Public Relations	Foster City, CA	P.Levenduski	(415)655-3206
IDC	PR	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4610
IDG/MSD	PR	Public Relations Manager	San Francisco, CA	P.Fowler	(508)935-4600
NW	PR	Public Relations Manager	Framingham, MA	M. Cornetta	(508)935-4600
IDG/B	Prod	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5240
IDG/B	Prod	Supervisor, Page Layout	Foster City, CA	P.Levenduski	(415)655-3206
NW	Prod	Product Manager	Framingham, MA	M. Cornetta	(508)935-4600
FCW	Prod	Production Manager	Falls Church, VA	T.Guest	(508)935-4600
IDC	Rsch	Sr. Rsch Analyst, Internatl. Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4610
IDC	Rsch	Research Analyst	London, England	S.Frankle	(508)935-4610
IDG/Rsch	Rsch	Research Assistant	San Francisco, CA	A. Jones	(508)935-4600
IVI	Rsch	Research Director	Falls Church, VA	M.Koethe	(508)935-4600
IDC	Rsch	Senior Industry Analyst, Networking	Framingham, MA	D. Miller	(508)935-4610
IDC	Rsch	Senior Industry Analyst, Software	Framingham, MA	D. Miller	(508)935-4610
IDC	Rsch	Rsch Analyst, Desktop Graphics & Media	Mt. View, CA	D. Miller	(508)935-4610
IDC	Rsch	Research Director, Internet	Framingham, MA	D. Bernardi	(508)935-4610

IDG Job Opportunities Update

October 23, 1995

IDC	Rsch	Printers Program Research Intern	Framingham, MA	E. Martin	(508)935-4610
IDC	Rsch	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4610
IDC	Rsch	Research Manager, Workgroup	Framingham, MA	D. Bernardi	(508)935-4610
LINK	Rsch	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	D. MIller	(508)935-4610
LINK	Rsch	Senior Research Analyst	New York, NY	D. MIller	(508)935-4610
LINK	Rsch	Research Analyst	New York, NY	D. MIller	(508)935-4610
PCW	Sales	Catalog Account Manager (2)	San Francisco, CA	J. Edman	
CCI	Sales	Advertising Sales	Peterborough, NH	J. Engel	(603)924-7013
CIO	Sales	Account Executive	Fairfield, NJ	A. Jones	(508)935-4600
CIO	Sales	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	(508)935-4600
CIO	Sales	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)935-4600
CW/RT	Sales	Regional Manager	Framingham, MA	T. O'Connor	(508)879-3760
FCW	Sales	District Sales Manager	Falls Church, VA	M. Koethe	(508)935-4600
IDC	Sales	Inside Sales Representative	Framingham, MA	D.Bernardi	(508)935-4610
IDG/B	Sales	International Sales Coordinator	Foster City, CA	P.Levenduski	(415)655-3206
IDG/B	Sales	Direct Account Representative	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Sales	Executive Director, US Sales	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Sales	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	(415)655-3206
IDG/B	Sales	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Sales	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	(415)655-3206
IDG/IMS	Sales	International Account Manager	Framingham, MA	P. Fowler	(508)935-4600
IFTW	Sales	Sales Manager	San Mateo, CA	C. Yam	(415)349-5279
IFTW	Sales	Account Executive, E2 On-Line	San Mateo, CA	J. Shepherd	
IFW	Sales	Sales Administration Manager	San Mateo, CA	E.Aronowitz	(415)349-5279
IFW	Sales	Sales Associate	San Mateo, CA	E. Aronowitz	(415)349-5279
IFW	Sales	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0558
NW	Sales	Sales Associate	Framingham, MA	M.Cornetta	(508)935-4600
PCW	Sales	Account Manager	San Francisco, CA	B.Carrigan	(415)442-1891
PCW	Sales	Midwest Advertising Director	San Francisco, CA	B.Carrigan	(415)442-1891
PCW	Sales	Account Manager	Chicago, Il	B.Carrigan	(415)442-1891
PCW	Sales	Account Manager, PC World Card Deck	San Francisco, CA	B. Carrigan	(415)442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	(415)442-1891
IDG/MSD	Systems	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4600
CW	Systems	Help Desk Manager	Framingham, MA	S. Perry	(508)879-3760
CW	Systems	Help Desk Technician	Framingham, MA	S. Perry	(508)879-3760
CW	Systems	Notes Developer	Framingham, MA	S. Perry	(508)879-3760
CW	Systems	Programmer / Analyst (2)	Framingham, MA	T. O'Connor	(508)879-3760
CW	Systems	Manager of Applications Development	Framingham, MA	T. O'Connor	(508)879-3760
CW	Systems	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)879-3760
CW/RT	Systems	Systems Analyst	Framingham, MA	T. O'Connor	(508)879-3760
FCW	Systems	Senior Technical Analyst	Falls Church, VA	M. Koethe	(508)935-4600
FCW	Systems	IS Manager	Falls Church, VA	M. Koethe	(508)935-4600
IDC	Systems	Desktop Support Specialist	Mt. View, CA	D. Miller	(508)935-4610
IDC	Systems	Research Manager, Unix & Server OS	Framingham / Mt. View	D. Miller	(508)935-4610
IDG	Systems	Information Systems Consultant	San Francisco, CA	P. Fowler	(508)935-4600
IDG	Systems	IS Consultant	San Francisco/San Mateo CA	P. Fowler	(508)935-4600
IDG	Systems	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4600
IDG	Systems	Lotus Notes Administrator	Framingham, MA	S. Brown	(508)935-4600
IDG	Systems	System Support Specialist	Framingham, MA	S. Brown	(508)935-4600
IDG/B	Systems	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	(415)655-3206
IDG/B	Systems	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3206
IDG/B	Systems	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5240
IDG/B	Systems	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5240
IFTW	Systems	Systems Specialist	San Mateo, CA	K. Lynch	(415)349-5279
IFW	Systems	Test Developer, LAN Team	San Mateo, CA	S.Barnes	(415)312-0668
IFW	Systems	Test Developer, Enterprise	San Mateo, CA	S. Barnes	(415)312-0668
IFW	Systems	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0668
ISG	Systems	Network Administrator	San Mateo, CA	C. Neumann	(415)286-6799
ISG	Systems	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)286-6799
ISG	Systems	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)286-6799
ISG	Systems	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)286-6799
ISG	Systems	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)286-6799
ISG	Systems	Web Generalist	San Mateo, CA	C. Neumann	(415)286-6799
ISG	Systems	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)286-6799
MAC	Systems	IS Technician	San Francisco, CA	S. Daniels	(415)442-0766

MA	Job Hotline (508)935-4406
CA	Job Hotline (415)978-3100

Publish Launches *RGB* Web Site

Publish magazine has claimed a stake on the World Wide Web with the launch of its site, *Publish RGB*. Named to reflect the red, green and blue color model used in electronic publishing, *Publish RGB* can be reached at: http://www.publish.com.

The site is targeted at graphic designers and production specialists and functions as both an independent resource — open and free to everyone — and as a complement to the printed version of the monthly magazine. It features a mix of online articles, software updates, discussion groups, industry roundtables and up-to-the-minute analysis of industry news. Visitors to *Publish RGB* will find demo versions of popular graphic arts software, sample fonts and clip art, type-specimen pages, important software updates and other valuable utilities.

"Our goal has always been to be the most valuable resource available to electronic publishing professionals," said Publisher **Gene Gable**. "The Web gives us the opportunity to broaden our coverage without the limitations of space imposed by a print model and gives our readers the benefit of searchable databases, downloadable software and robust communication tools."

The *Publish RGB* team, which has been working on the site for more than six months, is headed by Managing Editor **Robin Levine**, a frequent contributor to *Publish* and former associate editor of the print magazine. Visitors to the *Publish RGB* site can use built-in E-mail tools to communicate directly with the entire *Publish* staff, and active links to other important Web sites have been incorporated into the design.

GRAPHICS FOR PUBLISH RGB WERE *designed by Matthew Butterick of Atomic Vision in San Francisco. The logo design, incorporating a Venn diagram showing overlapping circles of red, green and blue forming their natural subtractive colors of cyan, magenta and yellow, is meant to illustrate the mix of print and electronic color models.*

OFF SITE

To Paco Zabala, Life is a Palette

A VERY MODEST PACO ZABALA SITS IN FRONT OF THE *masterpiece he rendered for his Madrid office.*

IDG WORLD UPDATE

IDG Spain General Manager **Paco Zabala** takes a no-frills approach to art and his own artistic inclinations. Those that appeal to his eye and stir his senses are the combination of strokes that he paints, admires and collects.

Paco began painting as a hobby while a student at the University of Barcelona. Long an art aficionado, the student modeled his style after the impressionists — Goya, Monet, Gaugin — he so enjoyed. He compares his own style most closely to Picasso's in the Pink and Blue periods: a liberal use of color, oil and abstract shapes.

When he was 20 years old, he befriended an American woman who had come to Barcelona to learn Spanish. While she was studying there, her parents came to visit and admired a painting Paco had rendered of Jesus Christ. The woman's mother proclaimed Paco to be like a modern El Greco. Fifteen years later Paco visited the family in Miami to find that the woman had kept the painting — she had always thought he would become famous.

He gave away all of the works he completed during university and has not painted much since he began working. As he admits, "you need time and a clear mind to create," and managing one of IDG's largest and most successful European operations permits little free time.

The remaining tribute to his artistic pursuits hangs behind his desk in his comfortable Madrid office. When he took over management of IDG Spain in 1986, Paco asked a former *Computerworld España* designer and freelance artist to paint something to decorate the "corner office," but the price tag was too steep. So Paco dug up his paintbrushes and palette and created his own masterpiece. In the process, he claims to have saved over $5,000.

The thick, bold, yellow and orange rivers of color converge at a stretch of black boxes glued to the canvas. The artist is often left a mystery to visitors passing through, identified only as "ZAFER," a strange combination of Paco's names. He tells most people that he bought the painting on a visit to a New York City art gallery and they often comment on what they imagine it to be or the symbolism it invokes for them. And to all this, Paco chuckles. "This is the stupid thing about abstract art," he says. "The only important thing is, do you like it? What's important is how the color combinations appeal to the senses."

His philosophy as a collector mirrors his philosophy as an artist. He is not concerned with the material value of a piece or whether an artist will be "discovered" by the artistic community. "I don't want to invest money in art to speculate, I want to enjoy it," he said.

NOTEWORTHY

PROMOTIONS

Michele Silverio, formerly a research analyst, has been promoted to senior research analyst at IDG Research Services Group. "Since joining IDG Research in August '93, Michele has proven to be an invaluable addition to our group," said Director of Research **Janet King**. "She brings a solid understanding of technology, superior research skills and a results-oriented attitude to every project she works on."

BARATTOLO
IDG WORLD UPDATE

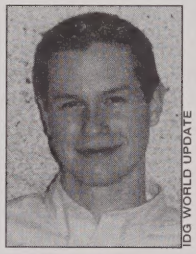
IDG International Publishing Services is pleased to announce two promotions. **Jim Barattolo** has been promoted to administrative assistant. Jim, who joined IPS in January 1994 as receptionist, has since assumed a myriad of responsibilities far beyond general reception, including the weekly CD and publication distribution to all IDG licensees and subsidiaries. "This well-deserved promotion reflects Jim's professionalism and his enthusiastic approach to each new responsibility," said IPS Business Manager **Lisa Ryan**.

PAGE-PREBLE
IDG WORLD UPDATE

Maureen Page-Preble, formerly BusinessTalk system administrator, has been promoted to office administrator for IPS. Maureen, who began with the IDG News Service eight years ago, and who has administered the company's E-mail system for the past six years, will take on responsibility for day-to-day operations at IPS. "Maureen's zeal for customer service and her incredible ability to juggle multiple tasks in a high-pressure environment make her the ideal choice for this critical position," Ryan said.

NEW EMPLOYEES

Ron Ratoff is channel sales and merchandising manager for IDG Books. Ron worked most recently as national sales manager for the Computer Book Divison at Golden Lee Book Distributor and majored in computer science and electrical engineering at Stevens Tech/Fairleigh Dickinson. Ron enjoys auto racing, computers and spending time with his wife and two children.


MAGOON
IDG WORLD UPDATE

The IDG News Service welcomes three new employees. **Scott Magoon** has signed on as an editorial assistant. Most recently an editorial assistant at the *Boston Globe*, Scott graduated from Northeastern University with a BA in English. He is also a cartoonist creator of Duct Tape Man and enjoys writing and acting in his free time.

BLACKWELL
IDG WORLD UPDATE

Marian Blackwell is a part-time copy editor. A graduate of Vassar College with a BA in history, Marian previously wrote a syndicated financial column and edited a 60-page newsletter. In her off-hours, Marian writes and produces a newsletter for an international dining group.

KAELIN
IDG WORLD UPDATE

Sari Kaelin is the News Service's Boston correspondent. Sari has a BA in psychobiology from Wellesley Collge and an MS in journalism from the Columbia University School of Journalism. She worked most recently as general assignment reporter for *The Patriot Ledger* and enjoys music and playing jazz piano.

Bill Rinko-Gay is director, Network Testing Lab at *PC World*. Most recently director of competitive analysis for Compaq Computer Corp., Bill has a BS in Electronic Engineering from Cornell University. He is a boy scout leader who enjoys time with his kids, reading and Bible studies.

FOX TREE
MARY BETH WELCH

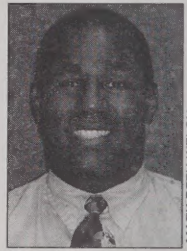
Computerworld heralds the arrival of a host of new employees. **Walter Fox Tree** is a graphic designer. Walter joins *CW* from Davis Advertising where he was assistant art director. He has a BFA in industrial design from Massachusetts College of Art and is a sports car aficionado and a mason, Corinthian Lodge.

DINNEEN
MARY BETH WELCH

A graduate of the University of Massachusetts/Amherst with a BBA in marketing, **Emily Dinneen** has signed on as a marketing specialist. Emily spent the summer of '94 working as an intern in *CW*'s Marketing Department. Emily enjoys outdoor activities including jogging, mountain biking and rollerblading.

GOMES
MARY BETH WELCH

Laurie Gomes is an account executive for the *CW* Marketplace section. Previously an account executive for Softbank Comdex, she has a BA in education from Lesley College and enjoys walking and working out.


WALKER
MARY BETH WELCH

Eric Walker is another new account executive for the Marketplace section. He graduated from Framingham State College with a BA in economics and counts golf and exercising among his favorite pursuits.

TRANSFERS

HEICHLER
IDG WORLD UPDATE

Elizabeth Heichler, formerly senior editor at *Computerworld*, has joined the IDG News Service as managing editor. Before joining *CW*, Elizabeth worked for the News Service as senior European correspondent. She has a BA in comparative religion and philosophy from Boston University.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Sheryl Merchant - IMS

TWELVE YEARS
Karin Wirth-Wernitz - IDG Germany

ELEVEN YEARS
Veronique Lamarque - IMS

TEN YEARS
Jim Martin - InfoWorld

NINE YEARS
Frank Genovese - CIO
Thierry Grelet - IDG France

EIGHT YEARS
Catherine Viox - Computerworld
Thalia O'Hara - PC World
Harriet Darling - InfoWorld
Zsuzsa Krammer - IDG Hungary
Sándor Mester - IDG Hungary

SEVEN YEARS
Kathleen Collins - IDC
Deb Butler - IDC
Takehito Sakurai - IDG Japan
Marvin Angel - IDG Media

SIX YEARS
Scott Tanner - InfoWorld
Angeles de la Marca - IDG Spain
Akos Bognár - IDG Hungary
David Ludlum - LINK Resources

FIVE YEARS
Nurcan Türköz - IDG Turkey
Brian Hastings - PC World
Mary Boston - InfoWorld
Donna Kent - InfoWorld
Geri Giovanni - IDG

FOUR YEARS
Stephen Hendrick - IDC
Glenys Mercado - Computerworld
Yumiko Ohshima - IDG Japan
Stephen McClure - IDC

THREE YEARS
Tonja Pritchard - IDG Norway
Tim J. Luddy - PC World
Candace Kronar - Integrated Media, Inc.
Lee Binswanger - Integrated Media, Inc.
Lia Lorenzano - InfoWorld
Al Wilcox - Infovision International

TWO YEARS
Heidi Austad - IDG Norway
Sean Weglage - Computerworld
Carolyn Johnson - IDG Research Svcs.
Jan Winser - IDG Australia
Zsófia Vachó - IDG Hungary

ONE YEAR
Richard Buckley - IMS/Europe
Daniel Minichiello - IDC
Joanne Johnson - IDC
Karen Reuter - Computerworld
Sandra Botelho - Computerworld
Robert Fink - Computerworld
Carla Lieberman - PC World
Kimberly Ross - Integrated Media, Inc.
Meredith Doesschate - IDG Newsletters
Ellen Aronowitz - InfoWorld
James Imahiro - IDG Research Services
Jennifer Bayon - Int'l Publishing Svcs.
Mary Kaye Newton - Network World
Sharon Chin - Network World
Sharon Sanderson - Macworld
Suzanne Frear - Infotainment World
Gabriele Heilmann - IDG Germany
Bernadette Fife - IDG Books
Chrissy Whetstone - IDG Books
Cameron Booker - IDG Books
Mark Owens - IDG Books
Diana Conover - IDG Books
Carla Radzikinas - IDG Books
Richard Morland - IDC U.K.
Gerard Locke - IDG Media
Justine Evans - IDG Australia
Jennifer Pattenaude - Computerworld
Gilberto Manresa - IMS/Miami
Norbert Németh - IDG Hungary
Károly Viosz - IDG Hungary
Sally Huchingson - IDG Books
Suzanne Packer - IDG Books
Anne Marie Walker - IDG Books
Stacy Collins - IDG Books
Eric Powers - Network World

AUGUST PROFIT MARGIN REPORT: MACWORLD

1 First Quartile	Macworld Sweden Macworld Australia	Macworld Netherlands Macworld Norway
2 Second Quartile	Macworld Japan Macworld U.S.	Macworld Germany
3 Third Quartile	Macworld U.K. Macworld Denmark	Macworld Turkey
4 Fourth Quartile	Macworld Switzerland	Macworld Mexico

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Accounting Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

MacWorld
FÄRGLASER
Macworld

Macworld Sweden **logged the highest profit margin for August, while *Macworld Japan* reported the greatest improvement in profit margin for August. The highest year-to-date profit margin was recorded by *Macworld Sweden*.**

CELEBRATING 10

Jim Martin

HOME: Hillsborough, Calif.

JOINED IDG: October 1984 as Associate Publisher, Director of Sales & Marketing of *PC World* and *Macworld.*

CURRENT TITLE: President and Chief Executive Officer of InfoWorld Publishing Company.

MOST CHALLENGING PART OF YOUR JOB: Learning to be a leader rather than a manager.

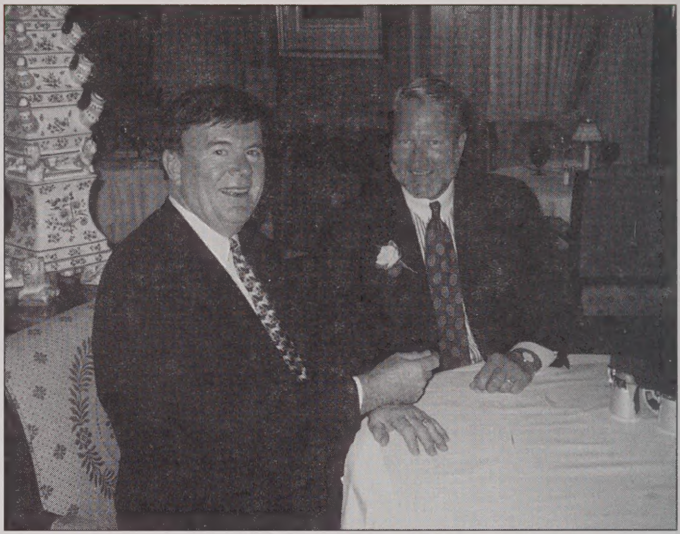
BEST PART OF YOUR JOB: Working with so many creative, enthusiastic and really smart people throughout IDG.

CAREER HIGHLIGHTS: Publisher of *PC World* and *Macworld* in 1986; first President of Macworld Communications in 1988; IDG's Entrepreneur-of-the-Year in 1989; IDG's Chairman's Award in 1991; launched the first IDG Global Product Support Center in 1991 (Macworld); made President/CEO and Publisher of InfoWorld Publishing Co. in 1994; met or exceeded business plan eight years in a row.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? If you've had the opportunity to hear **Pat McGovern**'s "vision" speech about the future of technology and IDG's goals for growth this decade, you can easily figure out what's keeping me here — the chance to work in the most exciting industry in the world and to play a role in the future success of our company.

WORDS TO LIVE BY: "The empires of the future are the empires of the mind." Sir Winston Churchill at a Harvard University speech in September, 1943. Nothing is more important than the education of our children.

FANTASY JOB: PGA Golf Touring Professional



IDG CHAIRMAN PAT McGOVERN DINED WITH INFOWORLD'S ***Jim Martin*** *at San Francisco's Ritz Carlton in celebration of his 10th anniversary.*

FIVE PEOPLE YOU'D INVITE FOR DINNER: Arnold Palmer (my swashbuckling hero), Bill Ziff and Pat McGovern (just to watch what happens), Nelson Mandela (a truly great man with a vision for his country), and Sir Winston Churchill (one of the best examples of leadership in a time of crisis).

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE: I'd grab my Macintosh LC 575 because my LIFE and my great novel-in-the-making are all in there, and my wife would no doubt grab Rascal, our dog.

MANAGER'S PROFILE: "Jim Martin has had an outstanding 10 year career at IDG. He has distinguished himself as a leader, through his performance on *PC World*, *Macworld* and most recently, *InfoWorld*, which was our second largest profit contributor worldwide in FY95. I am certain that Jim's best years are ahead of him!"

-***Jim Casella**, chief operating officer, IDG*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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October 30, 1995

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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

International Collaboration Yields Bilingual Special Issue

How can a local IDG business unit generate enough information to publish an international issue covering 25 countries? The answer is: call the IDG News Service!

RESEAUX & TELECOMS

French/ English Edition

TELECOMS IN EUROPE

SURVEY OF 25 COUNTRIES

pays à la loupe

Geneva Telecom'95 news

Applications du futur

That is what the staff of *Reseaux & Telecoms*, the French equivalent of *Network World*, did when it decided to produce a special international issue for Telecom 95, the global telecommunications exposition that takes place every four years in Geneva and attracts over 130,000 attendees.

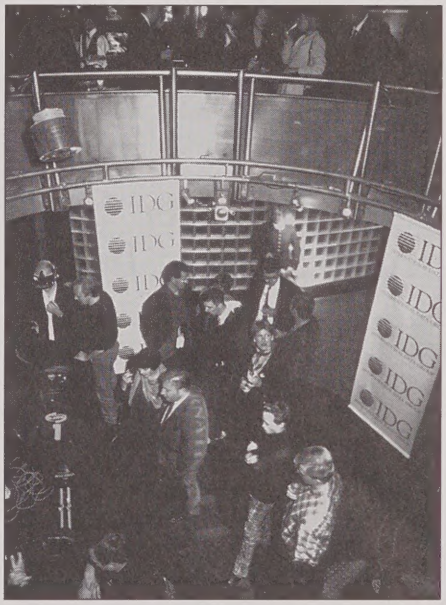
"At first, the idea was to publish, in English and in French, an updated collection of the country files we had published over the past two years," recalled **Pierre Mangin**, publisher of *Reseaux & Telecoms*. "But we eventually decided to dress up the project with a series of articles and interviews addressing all aspects of European telecommunications."

While *R&T* had its own international correspondents lined up, updating a col-

•CONTINUED PAGE 4•

IMS/Europe Sales Team Has a Cosmic Debut

INTERNATIONAL SALES MANAGER FOR *IMS/Europe* ***David Harmer*** *(Left) and* ***Peter Townsend****, advertising sales manager, IDG Germany, make the aquaintance of a visitor from outer space. (At right): Guests enjoyed an array of high-tech entertainment, including the virtual reality machines.*



The challenge: Successfully launch a new, internal sales team into a competitive marketplace of agencies and top IT companies with a mandate to sell international ad space into all IDG publications. The solution: Hold an "Out of This World" party at a unique London venue — the London Planetarium.

The IMS/Europe events team staged the gala introduction on September 28. The London Planetarium provided the perfect backdrop for the party's high-tech space theme designed for key IT media buyers. Close to 200 agency guests and clients explored the showcase, equipped with the latest in entertainment technology.

Guests played the virtual reality machines, explored the "Surf the Net" area and experienced the Planetarium's Cosmic Perceptions show, customized for the event to feature the IDG logo projected onto the Planetarium dome. IMS/Europe also offered clients a first look at the new Sony Playstations that debuted in the U.K. the following day. To complete the cosmic atmosphere, space robots, alien magicians and living statues

•CONTINUED PAGE 6•

IN BRIEF

Metcalfe to Chair Conference on Future of Technology

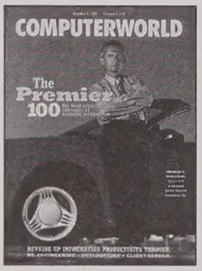
What will be the direction for technological innovation during the next 50 years? What is information technology's impact on society? Those will be the two key issues business, government and technology leaders will discuss at the Association for Computer Machinery's worldwide conference March 1-5, 1997 in San Jose, Calif.

IDG Vice President of Technology **Bob Metcalfe**, who is chairing the event, wants to create a conference, exhibits, a commemorative book and an Internet Web site all about the next 50 years of computing. "ACM97 aims to do more than brainstorm about the future," he said. "If we do a good job, we can change the future."

Featured participants include Dr. Vinton G. Cerf, father of the Internet, who will speak about the next 50 years of the Internet and computing pioneer Gordon Bell who will take a lighthearted but insightful look at where current computing trends may lead.

Founded in 1947, ACM is the world's first and largest society in computing. *For more information about ACM access http:// www.acm.org on the World Wide Web.*

CW's Premier 100 Highlights Importance of IS Management


COMPUTERWORLD
The Premier 100
REVVING UP INFORMATION PRODUCTIVITY THROUGH
RE-ENGINEERING • OUTSOURCING • CLIENT/SERVER

A company's ability to manage information, not the size of its IS budget, was the determining criteria in *Computerworld*'s Premier 100 this year. The results were unveiled earlier this month listing the U.S. companies that best deployed IT.

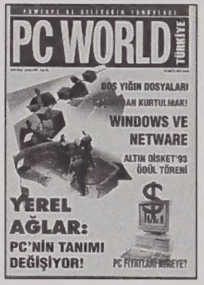
Since 1977, productivity has leveled off, despite rapid technological advancements. In the aggregate, technology appears to have no direct correlation to productivity; any productivity gains may be attributed to smart management, *CW* concluded.

Computerworld also found that bigger is not always better. The majority — 64 companies — fall below the $1 billion revenue mark and only 19 are among the Fortune 500.

The financial services, manufacturing, pharmaceutical, transportation and industrial equipment industries lead the pack in managing IT. Virtually all Premier 100 companies invest in re-engineering, client/server technology and outsourcing.

The top 10: Superior Industries International, Inc., AES Corp., Destec Energy, Inc., UST, Inc., Carnival Corp., Chase Brass & Copper Co., United HealthCare Corp., California Energy Co., Outback Steakhouse, Inc., and Alza Corp.

PCW Türkiye Doubles Circ with Windows Coverage



PC World Türkiye's September issue had almost double its usual circulation thanks to comprehensive coverage of Windows 95 and the addition of a cover mount disk.

The official result from Yay-sat, a leading Turkish distributor, showed that 41,903 copies of *PC World Türkiye* sold on the newsstands. This figure, together with 5,082 paid subscriptions, is an all-time high for *PCW Türkiye* and puts it far ahead of *PC Magazine* and *Byte*.

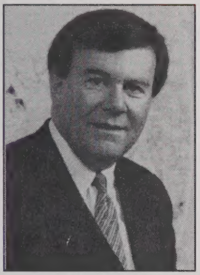
"Having a circulation of almost 50,000 in a country where only 150,000 PCs are sold annually is a great success, and every person on the team deserves much credit," said *PCW* Editor-in-Chief **Akdogan Ozkan**. "By listening to the concerns of our readers we have developed a collective understanding of market opportunities, challenges and trends."

IDG's Irvine Office Serves Up Charitable Donation

INTL. DATA GROUP

STAFF MEMBERS FROM THE IRVINE, CALIF., REGIONAL SALES *office recently participated in a corporate volleyball challenge to benefit Irvine Temporary Housing, a nonprofit organization that provides transitional housing and support services for people experiencing economic hardship. (Top row, from left):* **Pat Duhl**, *sales assistant, Multimedia World;* **Janis Wikander**, *sales assistant, InfoWorld;* **Lisa Adams**, *receptionist;* **Trace Weatherford**, *account coordinator, IDC;* **Amy Bartulis**, *district manager, Network World;* **Lisa Zimmerer**, *account manager, PC World. (Bottow row, from left):* **Bill Hanck**, *account manager, PC World; team captain* **Tom Grimshaw**, *district manager, InfoWorld;* **Steve Taylor**, *account executive, IDC.*

ON LINE



PAT McGOVERN

IDG's chairman is this week's columnist.

Q With the rapid migration of information technology into the home via digital TV, the intelligent telephone and cable TV modem, at what point does IDG's role as an IT information supplier for professionals and enthusiasts migrate to a supplier for the mass market?

A The circulation of computer magazines such as *PC World* has already exceeded the circulation of leading business magazines. And, IDG Books, with over 30 million books in print, serves the mass market. As the number of computer-based information, education, and entertainment devices in the home approaches the current number of TV sets, IDG has the opportunity of truly becoming the publisher of the *TV Guide* to the digital age. IDG expects to supply this information through a combination of print publications, online databases, and multimedia publications on the World Wide Web.

How do you see the evolution of the *Macworld* product line if migration to the PowerPC consortium is successful? Which IDG publication will serve the PowerPC market?

IDG's computer publications for individual users are usually segmented by type of operating system. The introduction of the PowerMac product using the PowerPC chip has been quite successful. Greater standardization of PowerPC-based computers can help spread the use of the Mac operating system. *Macworld* will continue to be the leading publication for users of computers based on the Mac O/S.

At what organizational level does one negotiate a centralized global contract with IDG? I know I can structure regional buys through IMS, but which group do I call to "globalize a contract?"

The IMS organization in each country represents the global family of IDG publications to their advertiser customers. Advertisers can give an IMS representative advertising orders for placement in IDG publications in every country where IDG has computer publications (IDG now publishes in 68 countries, either directly or via licensees).

Does IDG give consideration to the human rights policies of countries before deciding where to do business?

We certainly respect and follow the rulings of the United Nations and its World Court on such matters. We do believe that the availability of information about information technology in a country leads to increased economic development, improved standards of living, better communication systems and educational opportunities for its people. These are all factors that lead to an improved quality of life.

Who is bigger now, IDG or Forstmann Little's Ziff-Davis?

As of the end of calendar year 1994, IDG had a gross revenue of $1.2 billion. According to published figures at the time of the sale to Forstmann Little, Ziff-Davis' gross revenue for 1994 was expected to be $700 million. IDG's revenue has grown by 19% during the first nine months of calendar year 1995, considerably faster than Ziff-Davis'. So, our lead in revenue is widening.

What are the benefits to IDG of publishing in such emerging markets as Pakistan, Vietnam and Belarus?

These emerging markets are growing rapidly. By entering these country markets early with our publication brands, we become the leading publisher in these markets and help to hasten the day when the leading IT firms wish to enter and participate in these markets through advertising and other marketing communications investments.

In general, IDG enters these markets through licensing its publications to local publishers. So, these new countries do contribute positively to IDG's revenue and profitability.

Do you see any potential for an IDG publication in Jordan, given the peace with Israel?

IDG International Publishing Services, headed up by David Hill, includes Jordan on its list of countries in which it may undertake a publication license agreement if an appropriately qualified partner can be found.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDG Spain Scales New Heights

(BACK ROW, L-R): ENRIQUE RIBAS, LAYOUT DESIGNER, PC WORLD; NATACHA PARRÓN, *advertising manager, Macworld;* ***Fátima Ruíz****, assistant, PC World;* ***Juan Manuel Sáez****, publications manager, IDG Spain; José Antonio, friend;* ***Alvaro Ibáñez****, editor-in-chief, Macworld; (Front row, L-R):* ***Carlos Pérez****, staff writer, Macworld;* ***Carlos de la Iglesia****, editor-in-chief, ComputerWorld.*

Seven staff members and friends of IDG Spain, participated on Saturday, Sept. 30, in the company's first "Walk to the High Spanish Mountains," which will henceforth be an annual ascent.

The walkers reached the top of the highest mountain in Madrid state, a height of 2,430 meters (about 7,000 feet). At the summit, the walkers surveyed their surroundings and pledged to report to IDG Chairman **Pat McGovern** that no competition could "top" IDG Spain.

Thanks to ***Juan Manuel Sáez*** *for contributing this story.*

IDG SPONSORS MICROGRAPHX CHILI FOR CHILDREN COOK-OFF AT COMDEX

IDG is a sponsor of the Micrographx Chili For Children Cook-Off. The event will be held Tuesday, Nov. 14, from 6 p.m.-11 p.m. at the Thomas & Mack Center.

IDG employees are eligible to receive a 20% discount on tickets to the cook-off. With the discount, tickets are $40 each or with transportation $45. Call 1-800-357-7255 to order tickets.

The anticipated schedule of events is as follows:

6:00-8:30 p.m. Chili Cook-Off
7:00-8:30 p.m. Battle of the Bands
8:30-9:00 p.m. Armadillo Race Finals
9:00-9:15 p.m. Stage Presentations and Announcement of winners
9:15-10:45 p.m. Temptations Concert

TELECOMS IN EUROPE

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lection of file facts reviewing telecommunications in 25 European countries — from operators and services to regulation and privatization issues — not to mention working on some 50 pages of editorial for a bilingual edition, was another story.

"With considerable help from the IDG News Service in Paris and its network of correspondents in Europe — **Torsten Busse** in Germany, **Elisabeth de Bony** in Brussels and **Ron Condon** in England — we pulled it off," Mangin said. *Telecoms in Europe* was published just in time for the Geneva show with a print run of 28,000 copies.

The highlight of the special issue's 100 pages is its collection of country files, but *Telecoms in Europe* also contains articles of particular interest to European telecommunications experts as the full liberalization of the sector, set for Jan. 1, 1998, draws near.

There is an in-depth interview with European Commissioner Karel van Miert in which he outlines the close cooperative work between the U.S. and Europe in the France Telecom-Deutsche Telekom-Sprint deal. Another interview is with Scott Blake Harris, the FCC's international bureau chief, and there are articles on the world telecommunications market, current alliances between major carriers and the latest technologies and services showcased in Geneva including ATM and multimedia.

"Producing *Telecoms in Europe* taught us an important lesson," Mangin surmised. "Working in an international press group like IDG is a great opportunity. We have discovered the synergistic benefits in cooperating with another division like the IDG News Service."

According to Mangin, "the ability to get help from other IDG entities is no myth — it only takes trying. Our very special thanks particularly to IDG Romania and to IDG Poland. And of course to our own team here at *R&T*."

Thanks to ***Anne Kerléo-Wendt****, contributing editor for Telecoms in Europe, for contributing this story.*

For a copy of the special issue, contact Anne Wendt at fax: 33-1-49-04-78-67 or tel: 33-1-49-04-78-31.

East Coast
Collaborative Training

1996

What a Line Up!

The rest of this quarter is packed with courses! Consult your FY '96 East Coast Collaborative Training Catalog for complete course descriptions and enrollment information. And remember -- classes fill up fast, so register today!

November

1	Personal Financial Strategies Overview	10am - 12pm	HR Training Room*
6	Blood Pressure and Cholesterol Screening	1pm - 6pm	HR Training Room
7	IDC Business Overview	12pm - 1pm	HR Training Room
8	Exploring Options for Infant Care	12pm - 1pm	HR Training Room
20-28	Effective Presentation Skills	Various	HR Training Room

December

4 & 11	Fundamentals of Management	9am - 5pm	HR Training Room
5	IDG List Services Business Overview	12pm - 1pm	HR Training Room
6 & 12	Advanced Management Strategies	9am - 5pm	HR Training Room
12	Conducting Positive Performance Evaluations	10am - 4pm	CW HR Conf. Rm.
18	CPR Certification	12pm - 6pm	HR Training Room
19	Personal Money Management:	10am - 12pm	HR Training Room

*The HR Training Room is located on the 2nd Floor at 5 Speen Street, Framingham, MA

Call Julie Lynch, East Coast Training Coordinator at 508/935-4041 for more information

IDG
west

Career Training and Development Program

November 1995 - March 1996

IDG West is offering courses for all aspects of your professional and personal development. Check out first and second quarter offerings below!

November

7	Management and Leadership	8:30am - 12:30pm	Alumnae Resource Center

December

5	Stress Management - Part I	11:30am - 2pm	IDG Books
12	Stress Management - Part II	11:30am - 2pm	IDG Books

January

9	Working with Difficult People	8:30am - 12:30pm	South San Francisco Conference Center

February

6	Planning & Organizing Skills for Managers	11:30am - 2pm	Info World
27	How to Create an Effective Marketing Plan	8:30am - 12:30pm	Info World

March

8	Investigative Reporting	8:30am - 12:30pm	China Basin Landing
19	Leading Productive Meetings	8:30am - 12:30pm	Info World

For more information regarding these courses, please contact your Human Resources Director or Ellen Aronowitz, IDG West Training Coordinator at (415) 312-0673

IDG Job Opportunities Update
Monday October 30, 1995

MANUFACTURING/PRODUCTION EXPERT (Connell Communications)
CCI is seeking a production expert to coordinate the production needs of four divisions. The successful candidate will demonstrate a thorough knowledge of and experience in pricing, packaging, and purchasing. This person must also possess exceptional organizational and interpersonal skills, as they will be working closely with publishers, art directors and graphics teams.

ADVERTISING DIRECTOR (Connell Communications)
We are seeking a proven leader from the computer, music or entertainment industry with a successful track record of multiple client sales. Must have an established ability to take initiative and manage and motivate a small team. The successful candidate has 5 - 7 years of experience in ad sales, the ability to act as a product champion and the ability to develop a strategic plan for growing core business.

FULFILLMENT MANAGER (CW/RT)
The ideal candidate will manage all client literature and marketing material fulfillment activities, with the primary objective being accurate, efficient and timely fulfillment on a daily basis. Additional responsibilities include maintaining the inventory system in our warehouse, maintaining precise postage accounts, operating all computerized tacking and mailing systems and scheduling and completing production assignments on time and budget. Strong organizational skills required.

TELECOMMUNICATIONS MANAGER (CW)
As part of the integrated Information Technology group at Computerworld, you will be responsible for providing support for all voice and data communications to users nationwide. Experience with toll free lines, Nynex, Pac Bell, and other operating company service options, celluar and wireless communications, frame relay, and other dial-based services is required. Experience with PBX and Voice Mail systems is also required. Experience with data communications standards such as V.34, ISDN, and H.320 (Video Conferencing) is highly desirable, as is specific experience with Seimens/Rolm equipment.

SALES ASSISTANT (IDC)
Responsibilities include all general administrative tasks, proposal generation, mailers, interaction with both clients/prospects and internal contacts. The ideal candidate will have five years experience plus a positive attitude, ability to multitask and work as a team player. Excellent communication, organizational and writing skills are essential. Knowledge of Macintosh systems, using MS Word, Excel, FileMaker Pro and graphics software required. This position is located in our Austin, Texas office.

SALES ASSISTANT, Part-time (IDC)
This part time 20 hour position will provide general administrative support to the Sales Department in the Austin, Texas office. Duties will include phone coverage, typing, filing, faxing, photocopying and maintaining the library. Must be organized, reliable and able to handle multiple tasks at the same time. Word and Excel skill essential.

PROOFREADER (IDC)
Primary responsibilities are proofreading formatted versions of newsletters and reports vs. original submissions; checking final changes vs. earlier versions; and ensuring that all publications meet house standards for format and editorial quality. Experience working with charts, graphs and tabular data is essential, as are attention to detail and the ability to juggle multiple jobs. Knowledge of publication layout and typography helpful. The ideal candidate will have one to three years' experience proofreading in a high-volume environment. Bachelor's degree preferred.

IDG Job Opportunities Update
Monday October 30, 1995

RESEARCH DIRECTOR (IDC)
This person is a very senior resource. He or she will be heavily involved in our consulting business opportunities. The candidate should be capable of consulting in hardware, server operating systems, database, tools and application in the UNIX and Advanced Operating Environment areas.

ACCOUNT EXECUTIVE, Consulting (IDC)
Responsible for selling custom research and consulting to accounts located in the Eastern Region, developing and implementing local consulting marketing programs and assisting consultants in the development of proposals. Qualifications for this position include three to five years' experience in the intangible sales to the IT market, ideally with a background in market research or consulting.

BUSINESS MANAGER (IDG)
Responsible for budget administration, planning, reporting, forecasting and analysis for IMS/US management; providing recommendations for containing/reducing expenses; negotiating leases and vendor agreements; tracking and resolving accounting discrepancies and supervising office support staff. Requires BS in accounting or equivalent exp. Proficiency in MS Excel, IDG accounting systems helpful.

REGISTRATION MANAGER (IFW)
Requires expertise in registration systems, from conceptualization to on-site implementation. Must be able to maintain and program databases in FileMaker Pro. Individual will be responsible for day to day operations and related customer service, staff supervision, and regular reporting. Must have 2 yrs. registration mgmt. experience, knowledge of accounting principles & expertise in Macintosh applications.

EVENT COORDINATOR (IFW)
This individual will support project champions on programs produced by IFW's Conference & Media Group. Will manage components of conference productions and marketing programs under the direction of project managers. Seeking a highly motivated, independent individual with 2 yrs event production and/or marketing experience. Must be proficient in use of various Macintosh applications.

BILLING COORDINATOR (IFW)
the Billing Clerk is responsible for weekly billing of advertising revenue, reconciliations and reports based on the weekly billing. Previous experience with computerized billing systems and spreadsheet proficiency is a requirement. General accounting knowledge is preferable.

MEDIA RESEARCH ANALYST (IFW)
This position will be responsible for the analysis of syndicated research studies, through the use of a PC based custom software package. The ideal candidate will have a background in research with a strong aptitude for numbers and data analysis. Must be PC literate with understanding of databases and spreadsheets. Background in or knowledge of advertising terms and concepts a plus. Knowledge of Telmar or IMS a plus.

PROGRAMMER ANALYST (IFW)
Responsible for the development of in-house apps in a multiplatform (Windows, Mac, UNIX) environment. Specific responsibilities include application development for existing apps. including MS Word, Excel, Paradox & Lotus Notes; assisting in project development & need analysis; writing documentation; training of end users and support staff. Requires experience with programming for Windows (C++, Visual Basic), & writing macros for MS Excel & Paradox. Working knowledge of Lotus Notes & Macintosh programming.

IDG Job Opportunities Update

Monday October 30, 1995

CASE STUDY EDITOR, Features (IFW)
Will handle weekly case study elements of Enterprise Computing Section. Responsibilities will include selecting, assigning, editing, and working with the art department on weekly profile of a corporations computing strategy. Emphasis will be on new systems, reflecting usage of client/server technologies to solve business problems. Must have 3 years of editorial experience, preferably in the business or trade press.

IS MANAGER (IFTW)
IFTW is seeking an experienced network administrator to drive the IS function and provide software/hardware support for 100+ Macintosh workstations on a Novell network. Must be proficient with publishing software, DOS, Windows, and Ethernet & IPX protocol. Lotus Notes a plus. Documentation development and background in end-user support desirable. BS in a related field and 2-3 years experience in an IS management role required. Excellent customer service and organizational skills required.

COPY EDITOR, E2 (IFTW)
The successful candidate will be responsible for copy proofreading, copy fitting, and tracking articles through production. The ideal candidate will be a word perfectionist with excellent communication skills, PC or Mac background, and an eye for detail. Experience in magazine copy editing and production preferred, proficiency in word processing and QuarkXpress, and knowledge of Chicago Manual of Style a must.

DIGITAL PRODUCTION ARTIST (ISG)
This individual will create graphics for screen for use on the World Wide Web. Familiarity with the Web and with the graphics tools necessary for production of interface elements are required. A strong design sense, and experience in print, multimedia or interface design required. UNIX and HTML experience is a plus. Seeking a computer-literate team player who possesses the ability to juggle multiple tasks.

NETWORK ADMINISTRATOR (ISG)
Perform system support duties for a multiple-OS TCP/IP network. Responsibilities include manning servers and networks to ensure maximum availability; setup and maintain security of LAN via OS and Router configuration; manager server utilization and back; provide support to end users. Candidates should possess the following: 5 years' UNIX OS administration (preferably Irix); experience with NFS, NIS, Sendmail and server-performance tuning, routing and security; experience with internet applications, understanding of Ethertalk networks and strong written and verbal communication skills.

SALES ACCOUNT MANAGER (MHA Event Management)
Seeking an assertive sales person with strong communication and customer service skills to achieve established exhibit sales quotas through telephone and face-to-face presentations. Knowledge of database systems and computer trade show marketplace helpful. College degree with a minimum of 5 years' sales experience in a high-tech field required.

EDITORIAL ASSISTANT, Part-time (NW)
We are seeking an editorial assistant to work 20 hours per week with two senior editors. Responsibilities include handling faxes and mail, managing the office and performing some research.

DIRECTOR, Business Development and Planning (PCW)
Responsible for identifying and evaluating new business opportunities, negotiating and administering licensing agreements and contracts with consumer on-line services, developing and managing circ models, sub pricing, and other workflow and project management responsibilities. Candidates should have 8+ years' experience in several major functional areas of print and electronic publishing, a proven track record in developing successful new ventures, a solid working understanding of financial and competitive modeling and analytical techniques, circulation, marketing and distribution strategies. MBA or equivalent exp a plus.

IDG Job Opportunities Update

October 30, 1995

Division	Title	Location	Contact Mgr.	Phone	Fax
CC	Managing Editor, Computer Currents	Emeryville, CA	R.Luhn	(510)547-6800	(510)547-4613
CCI	Ancillary Products Administrator	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Graphics & Art Director	Cambridge, MA	J. Engel	(603)924-7271	(603)924-7013
CCI	Executive Editor	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Manufacturing/Production Expert	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Director	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Sales	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Account Executive	Fairfield, NJ	A. Jones	(508)935-4315	(508)935-4600
CIO	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CW	Marketing Assistant	Framingham, MA	C. Chupka	(508)820-8162	(508)879-3760
CW	Sales Associate, Client Server Journal	Burlingame, CA	L. Lehane	(415)347-0555	(415)347-8312
CW	Office Services Administrator	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Receptionist	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	P/T Reprints Coordinator	Framingham, MA	C. Chupka	(508)820-8162	(508)879-3760
CW	Sales Associate	San Francisco, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Ad Coordinator	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Graphic Designer	Framingham, MA	T.O'Connor	(508)820-8566	(508)879-3760
CW	Junior Designer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Senior Editor, Management and Storage	Framingham, MA	M.Johnson	(508)879-0700	(508)875-8931
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714	(508)875-8931
CW	Senior Editor	Framingham, MA	J. Connolly	(508)879-0700	(508)875-8931
CW	P/T Human Resources Assistant	Framingham, MA	C. Chupka	(508)820-8162	(508)879-3760
CW	Telecommunications Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Technician	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Notes Developer	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Programmer / Analyst (2)	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Manager of Applications Development	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW/RT	Fulfillment Manager	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW/RT	Regional Manager	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW/RT	Systems Analyst	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CWDD	Marketing Database Specialist	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
FCW	Administrative Assistant	Falls Church, VA	T.Guest	(508)935-4766	(508)935-4600
FCW	Production Manager	Falls Church, VA	T.Guest	(508)935-4766	(508)935-4600
FCW	District Sales Manager	Falls Church, VA	M. Koethe	(508)935-4531	(508)935-4600
FCW	Senior Technical Analyst	Falls Church, VA	M. Koethe	(508)935-4531	(508)935-4600
IDC	Administrative Assistant, IS	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Administrative Assistant, Comm.	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Desktop Publishing Supervisor	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Proofreader	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	P/T Library Clerk	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	P/T Library Clerk	Mt. View, CA	E. Martin	(508)935-4649	(508)935-4610
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Manager, PC Distribution Channels	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Research Director	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Sr. Rsch Analyst, Internatl. Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Senior Industry Analyst, Networking	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Senior Industry Analyst, Software	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Rsch Analyst, Desktop Graphics & Media	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Director, Internet	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Printers Program Research Intern	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Manager, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Sales Assistant	Austin, TX	E. Martin	(508)935-4649	(508)935-4610
IDC	Sales Assistant (PT)	Austin, TX	E. Martin	(508)935-4649	(508)935-4610
IDC	Account Executive, Consulting	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Inside Sales Representative	Framingham, MA	D.Bernardi	(508)935-4361	(508)935-4610
IDC	Desktop Support Specialist	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Manager, Unix & Server OS	Framingham / Mt. View	D. Miller	(508)935-4133	(508)935-4610
IDG	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4514	(508)935-4600
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone	Fax
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4099	(508)935-4600
IDG	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Information Systems Consultant	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG	IS Consultant	San Francisco/San Mat	P. Fowler	(508)935-4796	(508)935-4600
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Customer Service Specialist	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Marketing Assistant	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Administrative Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Office Supplies Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Administrative Assistant	Westlake, TX	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Manufacturing Director	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Software Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Publisher	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Manager, New Business Development	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Corporate Marketing Services	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Public Relations	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Supervisor, Page Layout	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	International Sales Coordinator	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Direct Account Representative	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/IMS	International Marketing Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)879-9519
IDG/IMS	International Account Manager	Framingham, MA	P. Fowler	(508935-4796	(508)935-4600
IDG/MSD	Business Manager	Framingham, MA	P.Fowler	(508)935-4796	(508)935-4600
IDG/MSD	Public Relations Manager	San Francisco, CA	P.Fowler	(508935-4796	(508)935-4600
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/Rsch	Research Assistant	San Francisco, CA	A. Jones	(508)935-4315	(508)935-4600
IFTW	Copy Editor, E2	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Book Editor	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Publisher, E2	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Expo Manager	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Tradeshow Manager	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Sales Manager	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Account Executive, E2 On-Line	San Mateo, CA	J. Shepherd	(415)286-2530	
IFTW	IS Manager	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFW	Billing Coordinator	San Mateo, CA	D. Vieraitis	(415)312-0566	(415)312-0668
IFW	Administrative Assistant, PC Letter	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Case Study Editor	San Mateo, CA	D. Vieraitis	(415)312-0566	(415)312-0668
IFW	Assoc/Senior Editor - Desktop Systems	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Section Editor / Hardware	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Assoc/Senior Editor -Communication Teams	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0558
IFW	Assistant Editor	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0558
IFW	Test Developer, LAN Team	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Test Developer, Enterprise	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone	Fax
IFW	Event Coordinator	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Media Research Analyst	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Registration Manager	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Sales Administration Manager	Framingham, MA	E.Aronowitz	(415)312-0673	(415)312-0558
IFW	Sales Associate	San Mateo, CA	E. Aronowitz	(415)312-0673	(415)312-0558
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566	(415)312-0558
IFW	Programmer Analyst	San Mateo, CA	D. Vieraitis	(415)312-0566	(415)312-0668
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IMI NV	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)978-3306	(415)267-1732
ISG	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Digital Production Artist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Perl / CGI Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
IVI	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
IVI	Research Director	Falls Church, VA	M.Koethe	(508)935-4531	(508)935-4600
LINK	Librarian	New York, NY	D. Miller	(508)935-4133	(508)935-4610
LINK	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	D. Miller	(508)935-4133	(508)935-4610
LINK	Senior Research Analyst	New York, NY	D. Miller	(508)935-4133	(508)935-4610
LINK	Research Analyst	New York, NY	D. Miller	(508)935-4133	(508)935-4610
MAC	Administrative Assistant	San Francisco, CA	M. Chow	(415)978-3272	(415)442-0766
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176	(415)442-0766
MAC	Inventory Controller	San Francisco, CA	L. Black	(415)978-3144	(415)442-0766
MAC	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)974-7468	(415)442-0766
MAC	Associate Editor - Reviews	San Francisco, CA	C. Person	(415)978-3345	(415)442-0766
MAC	Assistant Production Editor	San Francisco, CA	R. Henrich	(415)978-3238	(415)442-0766
MAC	Associate Editor, Departments	San Francisco, CA	C. Person	(415)978-3345	(415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)442-0766
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379	(415)442-0766
MHA	Sales Account Manager	Norwood, MA	K. Quilligan	(617)440-2724	(617)440-0300
NW	Sales Assistant	Sunnyvale, CA	C. Stiglic	(415)541-8630	
NW	Copy Editor (2)	Framingham, MA	D.Volpe	(508)935-4192	(508)935-4600
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734	(508-935-4600
NW	Editorial Assistant (P/T)	Washington, DC	M. Cornetta	(508)935-4734	(508-935-4600
NW	Public Relations Manager	Framingham, MA	M. Cornetta	(508)935-4734	(508)935-4600
NW	Product Manager	Framingham, MA	M. Cornetta	(508)935-4734	(508)935-4600
NW	Sales Associate	Framingham, MA	M.Cornetta	(508)935-4734	(508)935-4600
PCW	Receptionist/Administrative Asst,	San Francisco, CA	J. Fuchs	(415)978-3355	
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338	
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	(415)974-7437	
PCW	Senior Designer, Informational Graphics	San Francisco, CA	R.Kanes	(415) 978-3333	
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Assistant Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	
PCW	Associate Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	
PCW	Senior, Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640	
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153	
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205	(415)974-7316
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250	
PCW	Director, Business Development & Planning	San Francisco, CA	T.Gewecke	(415)978-3153	(415)442-1891
PCW	Asst. Designer / Informational Graphics	San Francisco, CA	R. Kanes	(415)978-3333	
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250	
PCW	Account Manager	San Francisco, CA	B.Carrigan	(508)978-7405	(415)442-1891
PCW	Midwest Advertising Director	San Francisco, CA	B.Carrigan	(508)978-7405	(415)442-1891
PCW	Account Manager	Chicago, Il	B.Carrigan	(415)978-7405	(415)442-1891
PCW	Account Manager, PC World Card Deck	San Francisco, CA	B. Carrigan	(415)974-7405	(415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	(415)974-7405	(415)442-1891
PCW/MMW	Copy Editor	San Francisco, CA	K.Stein	(415)974-7362	
PCW/MMW	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	(415)267-1769	

MA	Job Hotline (508)935-4406
CA	Job Hotline (415)978-3100

TRAVEL UPDATE

Enhanced U.S. Security Procedures Could Cause Substantial Delays

On August 9, U.S. Secretary of Transportation Frederico Peña announced a heightened state of alert for U.S. transportation systems. Security measures introduced at that time are still in effect, and although there has been no specific threat to aviation or any other form of transportation, he feels there is a general threat against all U.S. interests inside and outside the U.S.

As a result, the Federal Aviation Association has notified all U.S. airlines to enhance security procedures. This includes the following security directives at all airports in the continental U.S. as well as in Puerto Rico:

1) All customers must check in at least 1-1/2 hours prior to scheduled departure or their checked baggage will be subject to removal.

2) All ticketed customers 18 years of age or older must present an official photo I.D. issued by a government authority, such as driver's license with a picture or two other forms of identification, one of which must be issued by a government authority.

3) Clearly label luggage and prepare to answer questions about luggage. Be prepared to have carry-on luggage and checked luggage inspected.

4) Due to heightened security, parking is at a premium at all U.S. airports. It is strongly suggested travelers use public transportation to all airports in the U.S. whenever possible.

5) When unable to use public transportation systems, observe parking and unloading restrictions and do not leave vehicles unattended near the terminal. Be prepared to open vehicle trunks and minimize clutter to prevent delays.

Be prepared that some parking facilities are not allowing large vehicles, vans and/or trucks due to security prevention procedures.

Above all, regardless of the form of transportation, Peña suggests that all travelers maintain maximum control of their luggage at all times. Travelers should remain alert for any suspicious unattended bags, parcels or other items and report any questionable items to security or station attendants.

FYI: INFORMATION FOR IDG TRAVELERS

In accordance with IRS regulations, please be aware that:

- **Effective Oct. 1 , U.S. mileage reimbursement has increased to $.29/mile.**
- **Receipts are required for all expenses of $25 and above. Restaurant tearsheets are not acceptable receipts.**
- **For all IDG travelers who purchase their airline tickets rather than booking reservations through the Corporate Travel Department, a copy of the airline ticket or a receipt from the actual ticket must be submitted for reimbursement. A copy of the airline itinerary will not be accepted for reimbursement purposes.**
- **Any IDG employees who travels on corporate business is encouraged to obtain an IDG Corporate American Express Card. There is no fee for this card which gives many benefits including increased accident and baggage insurance. For more information call Lyndsey Pomella at 508-935-4093.**

PARKING AT BOSTON'S LOGAN INTERNATIONAL AIRPORT

As of October 25, the Terminal A parking garage is closed entirely, with limited parking available at terminals B, C and D and in the Central Parking Garage. Large vehicles (vans, trucks, campers) will not be allowed to park within 300 feet of the terminals. Long-term parking (four days or more) will be available at the Logan Satellite Lot.

A continuous shuttle will run between the Central Parking Garage and Terminal A. When airport parking has reached full capacity, passengers will be directed to off-airport parking. Free shuttle service will be provided to all terminals.

For information on parking at other U.S. airports, contact the airport directly.

GENERAL COMDEX INFORMATION

Show Dates: November 13-17

Locations:
Las Vegas Convention Ctr.
Sands Expo & Convention Ctr.
Las Vegas Hilton

IDG Booth:
#L1446 (at the Las Vegas Convention Center)

Hours:

Monday	**10:30-5:00**
Tues.-Thurs.	**10:00-5:00**
Friday	**10:00-4:00**

Participating IDG publications and business units include: Computerworld, InfoWorld, CIO/ WebMaster, Network World, PC World, IDG Books, IDC, Multimedia World, Digital Video, LINK Resources, Connell Communications, Federal Computer Week, Mitch Hall Associates.

Corporate Travel Manager ***Lyndsey Pomella*** *contributes this column to share travel tips and negotiated benefits with IDG employees. Lyndsey can be reached at 508-935-4093*

NOTEWORTHY

PROMOTIONS

Infotainment World has announced two promotions. **Paul Curthoys**, previously copy editor for *GamePro*, has been promoted to associate editor. Paul graduated from Stanford University where he earned a BA in English.

CURTHOYS

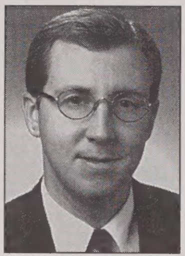
KELLY LYNCH

Cindy Penrose, formerly sales and marketing manager for IFTW Electronic Publishing, has been promoted to marketing services manager for *Electronic Entertainment*. Cindy has a BA in public relations from California State University/Chico and an MBA in marketing from Golden Gate University. She joined IDG in 1993 as assitant to the president at *Macworld*.

PENROSE

KELLY LYNCH

Bob Carrigan, previously Western advertising director for *PC World*, has been promoted to director of advertising. "Bob is one of *PC World*'s best and brightest," said Associate Publisher **Jeff Edman**. "He posseses a warm managerial style and a high level of enthusiasm which make him ideal for the job." Bob has a BS in business administration from Boston University School of Management and completed the Radcliffe Publishing Course. He has been with IDG since 1987 when he joined *Digital NEWS* as assistant to the publisher.


CARRIGAN

NEW EMPLOYEES

Sara Barnes, who has worked as a recruitment consultant for *InfoWorld* for the past 11 months, has joined the company as a human resources manager. Sara has a master's degree in social work from the University of Maryland and completed a fellowship in organizational and community systems at Johns Hopkins University. Outside the office Sara is an adjunct professor at the University of San Francisco's McLaren School of Business and enjoys watercolor painting.

BARNES

Christine Curnyn is a human resources assistant in IDG's Corporate HR Department. Christine has a BA in sociology from Boston University. When she's not working, Christine enjoys ice skating.

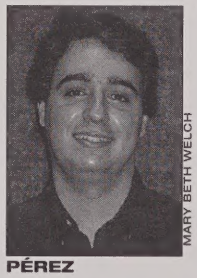
Alana Jones has also joined IDG Human Resources as an HR assistant. Alana has a BA in biopsychology from Vassar College, where she also worked as an intern in the Office of Career Development. She enjoys dance, skiing and hiking.

Computerworld welcomes a pair of new employees. **Melissa Bane** is a reporter for the Electronic Media Division. Melissa joins *CW* from VNU's *Personal Computer Magazine* in London. She graduated from the University of New Hampshire with a degree in English/journalism.

BANE

MARY BETH WELCH

Juan Pérez, previously a reporter for *The Patriot Ledger*, has signed on in a similar capacity at *CW*. Juan earned a BA in literature from the University of Puerto Rico and an MA from the Columbia University Graduate School of Journalism.


PÉREZ

MARY BETH WELCH

David McAferty has joined *Macworld* as assistant production manager. Most recently director of 2D Design for Magnet Interactive Studios, David graduated from the University of California/Los Angeles with a degree in architectural design. He enjoys architecture and playing with his dog George.

Infotainment World welcomes three new employees. **Laura Simmons** has signed on as conference manager. Before joining IFTW, Laura worked as an account executive at Cudaback Strategic Communications. She has a BA in political science from Boston University and enjoys traveling and cooking.

SIMMONS

KELLY LYNCH

Josie Dollente is an advertising sales associate. Josie earned an associate's degree in legal administration from Heald Business College and counts tennis, volleyball and swimming among her favorite outside interests.

DOLLENTE

KELLY LYNCH

Previously conference and marketing director for Softbank Expos, **Stacy Hollingsworth** is IFTW's director of events. Stacy earned a BS in marine biology from the University of California/San Diego and lists gardening, scuba diving and playing bridge as her outside pursuits.

HOLLINGSWORTH

KELLY LYNCH

IMS/EUROPE

continued from page 1

mingled with the crowd on the three floors of the Planterium — the launch zone, the planet zone and the space zone.

"The party was a resounding success," said **Jeff Meers**, president of IMS/Europe. "It was the perfect launching pad for Sales Director **Paul Shalet** and his team to continue to build brand awareness and advertising volume for IDG titles."

*Thanks to IMS/Europe Marketing Communications Executive **Karen Battley** for contributing this story.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Cirilo Lopez - IDG Mexico

THIRTEEN YEARS
Preben Engell - IDG Denmark
Miguel Hermosell - IDG Spain

TWELVE YEARS
Valerie Shanks - IDG Spain

ELEVEN YEARS
Jim Martin - InfoWorld
Bjørd Brodersen - IDG Norway
Sebastião Teles Filho - IDG Brazil
Jose Villacorta - IDG Spain
Kalman von Vajna Nagy - IDG Venezuela

TEN YEARS
Lene Sekjær - IDG Denmark
Isabel Campo - IDG Spain

NINE YEARS
Valérie Frenot - IDG France

EIGHT YEARS
Susana C. De Gomez - IDG Argentina

SEVEN YEARS
Claudio Ceriani - IDG Italy
Paul Kennedy - IDC Canada

SIX YEARS
Maria Luisa Romiti - IDG Italy
Bruno Agostini - IDG Italy
Yoshitomo Fukuda -IDG Japan
Simon Pearce - IDC U.K.
Nancy Durlester - InfoWorld
Yuen Yeh - InfoWorld

FIVE YEARS
Maria Costa - IDG Brazil
Tatiana Hinova - IDG Bulgaria
Ralph Villoing - IDG France
Valérie Feneon - IDG France
Francois Lambel - IDG France
Cornelia Kramer - IDG Germany
Marianne Kondrup - IDG Denmark

FOUR YEARS
Baard Ringen - IDG Norway
Ivan Tzankov - IDG Bulgaria
Krassimir Bankov - IDG Bulgaria
Mila Pantcheva - IDG Bulgaria
Marita Falk - IDG Sweden
Pierre Hultman - IDG Sweden
Corinne Huron - IDC France
Yukiyo Hosoya - IDG Japan

THREE YEARS
Marisa Zampini - IDG Brazil
João Carlos Brito - IDG Brazil
Iliana Dimitrova - IDG Bulgaria
Nely Vatcheva - IDG Bulgaria
Rosa Todorova - IDG Bulgaria
Paraskeva Roumenova - IDG Bulgaria
Emilia Karavelova - IDG Bulgaria
Alessandra Dainotti - IDG Italy
Simona Varisco - IDG Italy
Cristina Cinquini - IDG Italy
Christina Andersson - IDG Sweden
Christer Pettersson - IDG Sweden
Søren Adelkvist - IDG Denmark
Keith Elliot - IDC Canada

TWO YEARS
Magne Lein - IDG Norway
Matthew Tam - IDG Hong Kong
Charles Rodrigues - IDG Brazil
Philippe Audrain - IDC France
Heike Gessert - IDG Germany

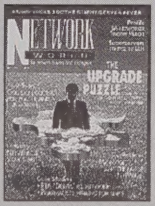
ONE YEAR
Christian Lauenborg - IDG Norway
Fredrik Bernsel - IDG Sweden
Richard Bjuhr - IDG Sweden
Susann Lindell - IDG Sweden
Jonas Lind - IDG Sweden
Jürgen Storp - IDG Germany
Sabine Mayer - IDG Germany
Ebba Jung - IDG Germany
Antje Bruns - IDG Germany

AUGUST PROFIT MARGIN REPORT: COMMUNICATIONS PUBLICATIONS

1 First Quartile	**LAN Magazine (Netherlands)**	**Nätverk & Kommunikation (Sweden)**
2 Second Quartile	**Réseaux & Telecoms (France)**	**Comunicaciones World (Spain)**
3 Third Quartile	**China Computer & Communications**	**Network World (U.S.)**
4 Fourth Quartile	**Network World (Australia)**	**Networking Italia (Italy)**

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Accounting Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK



LAN MAGAZINE

Network World Australia **logged the highest profit margin for August, while** ***LAN Magazine*** **in the Netherlands reported the greatest improvement in profit margin for August FY95. Tied for the highest year-to-date profit margin were** ***LAN Magazine*** **and** ***Nätverk & Kommunikation*** **in Sweden.**

CELEBRATING 10

Paul Bonarrigo

HOME: Medway, Mass.

JOINED IDG: February 1985 as a mail clerk for IDC.

CURRENT TITLE: National Accounts Manager, *Macworld*

MOST CHALLENGING PART OF YOUR JOB: Keeping developers excited about the Mac platform.

BEST PART OF YOUR JOB: Watching companies flourish as a result of partnering with *Macworld.*

LATEST ACCOMPLISHMENT: Exceeding revenue goals for first two months of FY96 and achieving 85% marketshare for two of the past six months.

CAREER HIGHLIGHT: Being hired by *Macworld.*

INTERESTS OUTSIDE THE OFFICE: My family and my hopeless golf game. In that order.

WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE, IN THE OFFICE OR OUTSIDE? Had children.

DREAM DESTINATION: The Galapagos Islands.

WORDS TO LIVE BY: Stay close to your customer.

IDG CHAIRMAN PAT McGOVERN ENJOYED A CELEBRATORY *dinner with Macworld National Accounts Manager* ***Paul Bonarrigo*** *in honor of his tenth anniversary with IDG.*

FANTASY JOB: Golf pro.

FIVE PEOPLE —LIVING OR DEAD — YOU'D INVITE TO A DINNER PARTY: My mother, Robert DeNiro, Michael Spindler and Bill Gates (sitting next to each other) and Don Imus. Gates will pick up the tab.

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE: My Powerbook.

MANAGER'S PROFILE: "Paul has a positive influence on his colleagues and a great sense of humor, and he's passionate about the business and the Mac market. His marketshare has consistently been in the 70-80% range vs. *MacUser*, which I attribute to Paul's hard work and strong relationships with his clients."

*- **Matt Sweeney**, associate publisher, Macworld*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 45 November 6, 1995

FALL MRI STUDY IDENTIFIES PC WORLD AS TOP INFLUENCER FOR BUSINESS BUYERS
PAGE 2

ON LINE: IDG COO JIM CASELLA TALKS ABOUT IMPENDING SALE OF ZIFF-DAVIS TO SOFTBANK
PAGE 3

IDG NEWS SERVICE OPENS ITS COMDEX NEWSROOM TO ALL IDG JOURNALISTS
PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDC's Global Accounts Council Focuses on Customer Needs

Responding to suggestions from its key clients, IDC held the fourth annual Global Accounts Council in a new venue (Montreal, not Boston), added professionally moderated focus groups and incorporated research presentations to lend a "briefings session" feel to the event.

"The Global Accounts Council serves two purposes: to inform our major customers of our new products and strategic directions and to get their input on what we're doing right and what we could be doing better," said **Vicki Brown**, IDC's senior vice president of worldwide marketing. "It's an invaluable open exchange of information."

Last month's gathering drew a more diversified international assortment of IDC clients and salespeople than ever before: 47 of IDC's best customers from the U.S., Canada, Japan and Europe participated, representing 27 different companies.

While clients and IDC staff talked informally, as they have at past meetings, this year's session also featured four focus groups. Monitored by outside consultants at a specialized focus group facility, clients shared their thoughts on electronic access to IDC research and information as well as IDC's products

•CONTINUED PAGE 4•

InfoWorld's New Executive Team Targets Aggressive Goals

Four named to senior VP posts; new publisher, associate publisher named

INFOWORLD'S NEWLY FORMED SENIOR EXECUTIVE TEAM (LEFT-RIGHT): SENIOR VP/ *Finance and Information Systems* ***Robert Ainsworth****; Senior VP/Strategic Marketing* ***Joel Deceuster****; President and CEO* ***Jim Martin****; Executive Vice President* ***Stewart Alsop****; Senior VP/Administration* ***Donna Vieraitis****; Publisher* ***Stephen Moylan*** *and Senior VP/Operations* ***Patrick Crotty*** *(seated).*

InfoWorld Publishing Co. has announced the formation of a new executive team with the goal of building and enhancing the *InfoWorld* brand and the creation of several new products.

Joining President and CEO **Jim Martin** as part of the company's executive management team are **Stewart Alsop**, executive vice president of InfoWorld Publishing; **Joel Deceuster**, senior vice president/strategic marketing from associate publisher and vice president; **Patrick Crotty**, senior vice president/operations from senior vice president/circulation and research; **Robert Ainsworth**, senior vice president of finance and information systems from vice president of finance; and **Donna Vieraitis**, senior vice president/administration from vice president of human resources.

Rounding out the executive committee will be **Stephen Moylan**, recently

•CONTINUED PAGE 5•

IN BRIEF

IDG Marketing Services to Assume Public Relations Role

IDG Marketing Services, tapped for its experience with customer-focused activities, will take on the public relations function for IDG in the U.S. as part of an effort to enhance the company's corporate communications program.

"With their current responsibility for corporate marketing — events, collateral, research, direct mail, promotion and advertising — and their connection to the activities that would most influence IDG's largest customers, we believe that corporate public relations is a logical fit with this group," said IDG President **Kelly Conlin**.

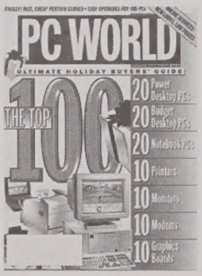
Conlin noted that the forumla has worked well in Europe, where the IDG Marketing Services office has been handling IDG's public relations in the region for the past six months.

Earlier this year, IDG stopped using the New York public relations agency Burson-Marsteller.

Chris McAndrews, vice president of marketing for IMS, is searching for a senior level public relations executive to fill the position of corporate communications manager in the San Francisco office. **Mary Dolaher**, director of communications at the IDG Corporate Support Center, has accepted a position with IDG/MHA Event Management, where she will help promote IDG's plans to expand its exposition activities.

PC World Identified as Top Influencer for Business Buyers

PC World reaches more business buyers of personal computing products than any measured computer or business publication, according to the latest MRI study, the most widely used independent study of consumer media habits and purchase behavior in the U.S.



The 1995 Fall MRI study, conducted by Mediamark Research Inc., shows *PC World* delivering 2.2 million business computer product buyers — 6 percent more than *PC Magazine*, 29 percent more than *PC Computing* and 176 percent more than *Byte*. The results were gathered in personal interviews with 20,000 U.S. adults. "Seven years ago, *PC World* predicted business managers would be a critical segment to PC product manufacturers, said *PCW* President and Publisher **Rich Marino**. "We've written for this group ever since, and now MRI joins a growing list of syndicated studies that show our efforts are right on target. It's important for a publication to increase its circulation. It's far more critical for a growing publication to deliver the most influential audience in the market."

Gates Promotes Windows 95 on IDG Hungary's TV Show

WELCOME TO
THE WORLD O
WINDOWS 95

MICROSOFT CHAIRMAN BILL GATES ADJUSTS HIS *microphone before his television interview with PCW Hungary Editor-in-Chief* ***Sándor Mester*** *(left).*

On Sept. 1, the day Hungarian computer enthusiasts were able to purchase Windows 95, *PCW Hungary* Editor-in-Chief and television talk show host **Sándor Mester** taped an eight minute interview with Microsoft Chairman Bill Gates. Gates was in Budapest to promote Windows 95 and appeared on IDG Hungary's segment of the "PC abc" TV show that airs on Sunday mornings. IDG Hungary sent a transcript of the interview to the IDG News Service, which made it available to IDG publications worldwide.

Just five days after the Gates interview, *PC World Hungary* hit the newsstands with a CD-ROM cover mount (provided exclusively to IDG by Microsoft Hungary at no charge) that included demos of Windows 95 and Microsoft Office. The September issue sold 16,526 issues, the best circulation ever for *PCW Hungary*. Not only did newsstands in Budapest completely sell out of the issue, but less than 5% of the print run remained after six weeks. IDG Hungary is still fielding requests for copies of the recordbreaking issue.

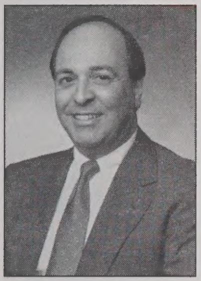
ADDRESS DIRECTORY CHANGE

IDG Communications Verlag AG has moved. The company's new address is:

Brabanterstrasse 4
80805 Munich
Germany

Phone and fax numbers and E-mail addresses remain the same.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q What does Softbank's impending acquisition of the former Ziff properties mean for IDG?

A As I am writing this column almost three weeks prior to the "rumored announcement date" at Comdex, I will assume that this transaction will take place. Last year, though, when they bought ZD Expos, Softbank was not able to raise the amount of money necessary to complete the transaction for the publishing assets of Ziff-Davis that they are now trying to buy. The overall capital structure of Softbank in Japan is based on a combination of equity and debt, financed in public markets. In particular, their debt-to-equity ratio will be quite high if they complete this transaction. In an economic downturn, they would operate under very different constraints than IDG, which has no long term debt and significant cash reserves.

IDG welcomes Masayoshi Son to the U.S. computer publishing trade. I believe that good competitors will make us better publishers for the IT market and even more in tune with our customers' needs and also help to expand the market, which will be beneficial to the entire IT industry. I do believe, though, that he is going to have to understand that markets are different around the globe and Softbank's role as a major distributor of computer products would be totally inappropriate in the United States. In the case of IDG, we have a code of ethics that would preclude these conflicts of interest. I am certain that over the next several years that we will compete with Softbank in many markets around the world in the expo business, as well. World Expo/Japan, headed by Setsurou Tamai, just announced this week that we will launch E3 in Japan in '96. Pat Ferrell, president of Infotainment World and founder of E3, was on hand for the announcement and it was very well received in the market.

What was the latest news from the European Managers' Meeting in Prague? What are the expectations for the coming fiscal year in terms of the economic and competitive climates?

The mood at the European Managers' Meeting in Prague was very upbeat. Our international publishing units have forecast that their profits for FY96 will increase by 67.1% over FY95! Denmark, Sweden, *Computerwoche*/Germany and our German Magazine division (*PC Welt* and *Macwelt*) are all forecasting very significant profit improvements over the prior fiscal year. IDC forecasts are call for another strong year of IT shipment growth in 1996, and our core publications in Europe (*Computerworld*, *Macworld*, *Network World*, *PC World*) are well positioned to meet reader demand.

Vitezslav Jelinek and his colleagues at IDG Czech and Slovak Republics were wonderful hosts in a city that is one of the most beautiful in Europe. One of the highlights of our stay was a tour of IDG's office in Prague and the opportunity to meet with each of our colleagues who have contributed to the significant growth we have experienced over the last several years.

Do publishers typically come from advertising/sales backgrounds or editorial backgrounds? How does this differ between magazine and book publishing operations (i.e., do magazine publishers usually come from one background and book publishers from another?).

The majority of publishers/presidents within IDG have come from advertising sales backgrounds. There are several, though, like Colin Ungaro, who began their careers on the editorial side. Over the years, I have observed that there is no one functional area that better prepares one for the responsibilities of being publisher than another, but it is the love of the publishing business. In a sense, the best publishers are totally absorbed in the process. I have known excellent publishers who began their careers as accountants (Pat Ferrell is an example) and some of the best I have known come from the circulation area, like York von Heimburg in Germany.

The same is true of the book business. John Kilcullen began his career in college textbook sales and is truly a gifted publisher, as IDG Books' five year record of growth attests. Steve Berkowitz began on the accounting side of the business but has also distinguished himself as a book publisher.

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

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Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

IDC

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related to global markets, emerging markets and vertical industry segmentation.

"The Emerging Markets focus group was a stimulating and dynamic discussion — this alone was worth the trip here," read one client evaluation. "It feels great to have a company solicit customer input."

Client suggestions from previous meetings have resulted in several improvements or additions to IDC's portfolio, including the creation of the Semiconductor Program this past year. Among the issues raised last month and subsequent IDC responses:

- **Improve timeliness of data.** The new goal is to have research reports available in the March-May timeframe rather than in the August-September timeframe.
- **Establish an inquiry hotline**. If clients under a tight deadline can't talk to their analysts, a backup system will deliver the answers global customers need immediately.
- **Enable more flexible inquiry access**. Customers will be able to have a few hours of inquiry into a program they have not purchased.
- **Improve search and access features to research**. IDC is in the process of reviewing and developing recommendations for its Lotus Notes-based research product. Also, a number of improvements in the user interface and accessibility of data will debut in the new version of IDC's CD-ROM product (which will be ready for first quarter 1996). IDC will evaluate an IDC research index on the Internet as well.

IDC EMPLOYEES AND CLIENTS HAD A CHANCE TO GET TO *know one another during a sightseeing tour of Montreal. (From left):* ***Edward O'Hara****, IDC Scandinavia; Catherine Orsini, Groupe Bull;* ***Vicki Brown****, IDC U.S.;* ***Claudia Jachtmann****, IDC U.K.*

Clients also got a better sense of how to draw on IDC's resources through a several special sessions. Group Vice President **Don Best** moderated a discussion on creative uses of consulting services, and Senior Vice President **John Gantz** led a customer panel on how to obtain and manage IT market information. Updates on timely topics such as Internet commerce, wireless communications and Latin American and Asian/Pacific market trends rounded out the sessions.

Videotapes of the customer focus groups will be shown Nov. 9-10 in the Rowell conference room on the first floor of 5 Speen Street. Employees interested in viewing the tapes on their own should contact ***Debra Brown*** *at tel: 508-935-4235.*

IDC HONORS TOP PERFORMERS

During the annual worldwide sales meeting, held this year in Montreal, IDC recognized those salespeople who performed exceptionally in FY95.

⁎⁎ U.S. AWARDS ⁎⁎

SALESPERSON OF THE YEAR
Terri LeBlanc-Bergstrom

PIPER FOWLER

LEBLANC-BERGSTROM

MILLIONAIRES CLUB
(Over $1,000,000 Above Plan)
Don Best, Denise Haines, Steve Fontaine, Terri LeBlanc-Bergstrom

HIGHEST NEW CIS BUSINESS
Sandra Harrington. Karen Gowe, Steve Auerbach, Freeman Bradley

HIGHEST PERCENT OF CIS BUSINESS OVER PLAN
Steve Taylor

ELECTRONIC PRODUCT SALES AWARD
Denise Haines, Rebecca Williamson

100-115% OF PLAN
Steve Cooper, Ken Hoyt, Simon Salamon, Nancy Underwood, Brad Thorpe

115% AND OVER PLAN
Steve Auerbach, Freeman Bradley, Terri LeBlanc-Bergstrom, Don Best, Julia Blelock, Brad Christenson, Michael Deutsch, Dick Denechaud, Steve Fontaine, Karen Gowe, Denise Haines, Sandra Harrington, Steve Taylor, Cheryl Toffel, June Wallach, Rebecca Williamson

⁎⁎ EUROPEAN AWARDS ⁎⁎

OUTSTANDING PERFORMANCE (SALES)
Claudia Jachtmann, IDC U.K.; Richard Noken, IDC U.K.; Sylvie Merkling, IDC France; Corinne Van Die, IDC Benelux; Ezio Viola, IDC Italy; Rosella Benti, IDC Italy

OUTSTANDING PERFORMANCE (1995 EUROPEAN IT FORUM)
Myriam De Greef

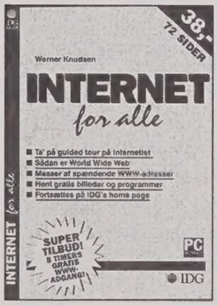
FAST START PERFORMANCE
Lucy Docherty, IDC U.K.; Cinzia Mascanzoni, IDC Italy

IDG Denmark Targets Home Market with Computer Booklets

Although Denmark is a small country, with a population of just five million, the country registers big numbers on home computer usage. Every third household has a PC, which is the largest share in Europe.

IDG Denmark's books division has had great success tapping into the rapidly growing home market. Formed in January 1994, the group published its first titles the following September. It now has 34 titles in print for a total of 350,000 copies — an impressive number given the relatively small market. IDG Books Denmark serves both professionals and consumers, but the majority of its products are geared to consumers.

One of the secrets to IDG Denmark's good fortune has been the publication of inexpensive but very useful computer literature booklets. Just a few years ago, Danish computer books were aimed at the professional segment of the market and priced well above what most consumers were willing to pay. As the home market grew, a few new publishers responded with more reasonably priced titles in the form of booklets offering a concise, "how-to" approach to computing.


38,-
72 SIDER
Werner Knudsen
INTERNET
for alle
Ta' på guided tour på internettet
Sådan er World Wide Web
Masser af spændende WWW-adresser
Hent gratis billeder og programmer
Fortsættes på IDG's home page
SUPER TILBUD! 8 TIMERS GRATIS WWW-ADGANG!
PC
IDG
INTERNET for alle

IDG Books Denmark began publishing booklets this past March, and they now make up about half of the company's publications. Saddle stitched, with an uncoated stock cover, the booklets are priced between DKK 32-38 (approximately US$5-$6) and run between 56 and 80 pages. **Peter Wiwe**, editorial manager for IDG Books Denmark, said his company's experience has brought the concept of the booklets to a new level.

"Our booklets are of the same editorial quality as our other books," he said. "It is exclusively large print runs and inexpensive technical production, combined with a widespread distribution, that allows us to offer such a low price."

While IDG Denmark's computer books are usually printed in small quantities of 1,500 to 2,000 copies, the booklets are printed in runs of 12,000 or more. Booklets are sold on newsstands as well as in bookstores and computer shops. Some of the larger booklets contain a four-page full color ad in the centerfold, which helps keep costs down.

IDG Books Denmark has translated into Danish the titles from a number of other publishers, including Peachpit, Sybex, IDG Norway and IDG Sweden, and they have also published books written by independent Danish authors. Wiwe's group will publish its first translation from IDG Books Worldwide, *PC FAQs* by Deborah Craig, within the next few months.

The Danish group hadn't published other books from IDG Books Worldwide until now because Wiwe felt the books were too large or the topics too narrow in scope for the Danish market. Working with IDG Books in the U.S. will be familiar territory for Wiwe, however; before launching the books division at IDG Denmark he worked on the "*...For Dummies*" series at a rival Danish publisher that still retains license for the series.

IDG Books Denmark is also getting involved in the export side of the business. The group sold the rights to its new Windows 95 booklet to IDG Hungary, which just published the title in Hungarian. A client/server book geared to professionals was sold to a Swedish publisher earlier this year.

Although Wiwe spent most of his first year at IDG Books Denmark as its first and only employee, he now oversees a growing division with an energetic staff. Sales and Marketing Manager **Jesper Illum Lotz**, Editor **Carl Rosschou**, Secretary and Saleperson **Karina Nielsen** and Secretary **Vibe Andersen** complete the team.

For more information about IDG Books Denmark contact Peter Wiwe on Lotus Notes, tel: 45-36-199-119 or fax 45-36-44-73-01.

INFOWORLD

continued from page 1

named publisher and vice president of *InfoWorld*. Moylan joined the company in 1992 as advertising director, eastern region.

In addition, the company announced **Phil Branon**'s promotion to associate publisher, west and vice president from advertising director, northwest region.

"These announcements define a new alignment of senior executives, which we began in March 1995 with the promotion of Stewart Alsop to executive vice president," Martin said. "With Stewart at the head of editorial and new business development for all of InfoWorld Publishing, it has now become necessary to align our executive management team to take on more important leadership roles as we build our company's support infrastructure. With Steve now heading up all sales functions for *InfoWorld*, we have the kind of dedicated sales leadership we need to move the publication and InfoWorld Publishing toward our goal of doubling the size of the company within the next few years. I'm especially delighted that all of these senior executive advancements have been accomplished through internal promotions."

Growing the *InfoWorld* brand

InfoWorld ended FY95 with revenues up substantially over last year, setting a new record for success at the company, Martin noted . As part of its aggressive goal of doubling its size within three years, the company plans to focus on growing the family of *InfoWorld*-branded products and services.

"In addition, we have several new business plans related to our expertise in enterprise product testing that we anticipate launching during the upcoming fiscal year," Martin said. "Getting to that significant goal will require precise strategic thinking and a leveraging of our core competencies. The executive team now in place at InfoWorld Publishing Co. will enable us to focus on our core product, *InfoWorld*, and to develop significant new business opportunities to serve our market even better. We are, therefore, extremely pleased to announce these promotions and additions to InfoWorld Publishing's executive management team."

NOTEWORTHY

PROMOTIONS

BEST

Don Best, formerly IDC's vice president of consulting sales, has been promoted to the newly created position of IDC group vice president/sales. He will also be a member of the 9:09 management committee. In addition to making sure IDC meets its CIS, multiclient and consulting growth goals, Don will work to increase the feedback to research programs from clients and sales. "During the past five years, Don has helped to build a highly successful consulting sales and research organization," said IDC President **Kirk Campbell**. "We look forward to seeing Don apply those same leadership and team building skills to the entire U.S. sales group."

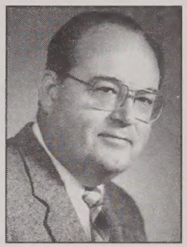
BRINK

Cheryl Brink, formerly research director for *PC World*, has been promoted to vice president of research. She will also oversee research for *Multimedia World* and PCW Online. "Cheryl's marketing insight, enthusiasm and skill make this promotion well-deserved," said Senior VP/Circulation and Research **Heather Martin Maier**. "She's an outstanding manager whose knowledge of research trade craft and marketing has contributed to the sucess of *PCW*."

NEW EMPLOYEES

ARENA

Computerworld continues to add to its roster with six new employees. Previously employed by the U.S. Department of the Interior, **Denise Arena** is sales and marketing coordinator. Denise has a BA in Spanish and economics from Framingham State College and an MA in international relations from Simmons College. Denise spent an undergraduate year at the University of Seville in Spain and enjoys traveling and studying foreign languages.


WYSOCKI

Robert Wysocki is director of Career Management Systems. Robert was most recently a principal at Ell, Inc., an IS management consulting firm. He has a BA in mathematics from the University of Dallas and an MS and PhD in mathematical statistics from Southern Methodist University. Robert counts writing, golf and billiards among his favorite outside interests.

Dan Richman is a senior editor. Dan worked previously as senior editor for a number of CMP publications including *Unix Today*. He earned a BA in English literature from Washington University in St. Louis and a JD from DePaul University. When not hard at work, Dan enjoys quilting, running and cycling.

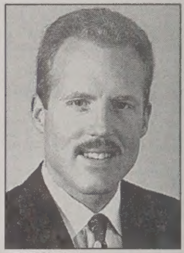
A graduate of the University of Montana with a BA in journalism, **David Ramel** is a copy editor for *Computerworld*. His many outside interests include tennis, in-line skating, photography and basketball.

Suzanne Robinson is a telephone interviewer for the CW Database Division. Most recently in sales for AT&T, Suzanne has a computerized accounting certificate from Massachusetts Bay Community College. She enjoys walking, reading and playing tennis.

BIBA

Erica Biba joins *CW*'s Irvine, Calif. office as a sales associate. Erica has a BA in communications from he University of California/San Diego and worked previously in the graphics department at IBM. She enjoys bicycling, reading and swimming.

Darah Whelihan has signed on as an acquisitions assistant for IDG Books Programmers Press. Darah received a BA in English from Mount Holyoke College and has an MA in Anglo-Irish literature from Trinity College-Dublin. Her outside interests include reading, movies, theater and hiking.


DEGEN

Brian Degen has joined IDC as director of Electronic Products. Brian was previously vice president of business development for Internal & External Communication, Inc. He graduated from the University of Michigan with a BS in industrial and operations engineering and an MBA in marketing. An avid mountain climber who plans to climb Mt. McKinley next summer, Brian is also an expectant father.

Sara Culley is a national accounts manager who comes to *Macworld* from *MacWeek* where she was Southwest regional sales manager. Sara has a BS in environmental sciences and physics and an MS in oceanography and math. She lists horse training and breeding as her outside pursuits.

Network World welcomes **Carla Cappucci** who joins the company as an account executive. Carla most recently worked as a database administrator and ad traffic and production manager. She earned a BS in business administration with a concentration in marketing from North Adams State College and enjoys crafts.

Benjamin Heskett is a staff writer for *NW*. He has a BA in English and political science from the University of Massachusetts/Boston and worked previously as a staff writer for *Watertown Press*. Mountain biking, skiing and creative writing are among his hobbies.

Brian Sours is controller for Infotainment World. Brian comes to IFTW from Addison-Wesley Publishing where he was business manager. He has a BS in accounting from San Diego State University and enjoys tennis and golf.

IDG WORLD UPDATE's Local Loop

FOR SALE

•**1992 SAAB 9000CD Turbo sedan**, Carrera white exterior/ taupe leather interior, sunroof, CD, alarm, all creature features, automatic. One owner, 47,000 miles, excellent condition in and out. $18,500 or best offer.

- Kelly Quehl, Macworld, 415-978-3164

•**1988 Acura Legend LS, 4-door sedan**. Sunroof, a/c, power windows and locks, leather interior. All maintenance records. $7,800 or best offer.

- Shirleen McDougall, IDC, 415-962-6424

•**Three-story town house**. Near the Charles River in Cambridge — corner of Western and Putnam Avenues. Renovated, 1,800 s.f., four bedrooms, two baths, fenced garden, storage shed and three parking spaces. $230,000 or best offer.

- Marian Blackwell, IDG News Service, 617-423-9605

•**Hayes Accura 144B+FAX144 Modem**. Internal 14,400 bps modem has barely been used. Bought for a desktop computer before owener discovered joys of a notebook. $75.

- Amy Marks, IDG Books, 415-655-3197

•**NBA Tickets - Golden State Warriors**. 2 seats to a choice of at least 24 games as the Oakland Coliseum. Games available beginning in Dec. through end of season. Asking face value, $34.50 each.

- Pat Wheeler, IDG Asia, 415-286-2766

• **Puppy for sale!** Male AKC registered Yorkshire Terrier, born Aug. 3, available as of Oct. 15. Expected to weigh approximately 3 1/2 to 4 lbs. when fully grown.

-Madeleine Spencer, IDC, 508-875-5000

•**The Fall Creek Delta Boys - Out of Time**. 11-song cassette of traditional American string-band music including tunes from the 18th through 20th centuries. $8 (plus $2 shipping and handling). To order, call 317-255-4049.

- Bill Barton, IDG Books, 317-596-5237

RENTALS

•**Two bedroom house on Lake Winnesquam**. Sleeps six, new outlet mall up the street. 10 minutes to Gunstock ski area. Easy 5-minute access to Rte. 93 and the White Mountains. Cross country ski or skate in your backyard. Available weekends, weekly or monthly.

-Mary Ann McAuley, IDG Research Services, 508-528-7066

SERVICES

•**Yoga/stress management classes.** Starting in November I'll be teaching a class one block from 501 Second Street offices in San Francisco. Wednesdays 5-6 p.m. Five years of teaching experience. IDG employees eligible for special rate of $8/ class. Contact me for more information and starting date.

- Alisson Walsh, Macworld GPSC, 415-974-7450, E-mail alisson_walsh@macworld.com

•**Small group home daycare**. Full- or part-time openings available now. Personalized care, safe and quiet neighborhood, fenced yard with swing set and Little Tikes equipment. 13 years experience, CPR/first aid certified, license #91931. Call Michelle at 508-562-5077.

- Kenneth Fuller, IDG Credit, 508-935-4232

MARRIAGES

•**Liz Caruso** (IDG Human Resources) married Kevin McGill on Sept. 16.

•**Lily Cheung** (Macworld) will marry Michael Chan on Nov. 11.

•**Susanna Johnson** (Infotainment World) married Bradley W. Hoffert on July 21 in San Francisco. The couple spent their honeymoon in Germany.

•**Susan Slater** (Network World) married Kenneth Pulaski on Sept. 16 in Rye, New Hampshire.

•**Kristen Farese** (IDG) married Paul Kim on July 22 in Cambridge, Mass.

•**Carrie Clark** (CIO) married Terri Connaugnton on May 20.

• CONTINUED ON BACK •

Send your ads in by Nov. 28 in order for them to appear in the Dec. 4 issue! (Coupon on back page.)

IDG WORLD UPDATE's Local Loop

BIRTHS

- **Resa Altsher** (CIO) and her husband Greg welcomed their son Naydn Bodog on June 6. Naydn weighed 8 lbs., 13 oz.

- **Janet Nixon** (IDC) and her husband Doug welcomes their first child, Scott Mathew, on Sept. 9. Scott weighed 3 lbs., 9oz. and was 17 inches long.

- **Mary McIntire** (Network World) and her husband Ted welcomed Christopher James on August 17. Christopher weighed 7 lb., 8 oz. and joins his sister Sara at home.

A PICTURE'S WORTH A THOUSAND WORDS

The Local Loop will run photos, space permitting, with your ad or announcement. Photos may be black and white or color (please no slides) and can be returned upon request.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

Your name: ______________________

Business unit: __________ Tel: __________

Mail or fax to:
IDG World Update
31 Milk St., Suite 210
Boston, MA 02109
fax: 617-423-0712

IDG CORPORATE
BOVIARD STAR AWARD PROGRAM

IDG is pleased to continue the **Corporate "Boviard" Star Award Program**! This award is designed to encourage, recognize and reward corporate employees for exemplary Service, Teamwork And Results.

The Awards are granted twice a year at the IDG Holiday Luncheon and at the Corporate Picnic. Up to three awards are granted each time.

All corporate IDG employees from the following departments and business units that serve operating units are eligible for nomination, with the exception of the Selection Committee.

Accounting
Chairman's Office
President's Office
Credit
Finance
Tax & Legal
Human Resources
Information Services

International Marketing Services
List Services
Marketing Services Division
IDG Research Services
IDG International Publishing Services (G&A, & Licensing Staff)
IDG News Service
IDG World Update

Please use the nomination form on the reverse side to nominate an IDG Corporate employee who has provided exemplary service, teamwork or results for your operating unit. Corporate IDG employees can nominate other corporate IDG employees for this award Please take a few minutes to nominate someone who is deserving of this special award!

Each **Star** will receive a cash prize as well as a star-shaped crystal paper weight. Plaques bearing the names of all corporate IDG **Stars** will be displayed in the IDG lobby at 5 Speen Street in Framingham.

Nominations must be submitted by **November 15, 1995.**
Please use the form on the reverse side.

BOVIARD STAR AWARD PROGRAM

The recipient of the Corporate Boviard Star Award will be selected from nominations received by the Selection Committee. Ted Bloom, Jayne Enos and Martha Stephens will serve on the Selection Committee. An announcement of the award recipients will be published in the *IDG World Update* and announced at the annual IDG Holiday Luncheon on December 20, 1995.

EMPLOYEE NAME ____

POSITION or TITLE ______________________________________

DEPARTMENT ____

1. How has this employee provided exceptional **SERVICE** to other corporate departments, divisions of IDG, or external clients or contacts?

2. In what way has this employee exhibited a positive attitude and fostered **TEAMWORK**?

3. What has this employee done to demonstrate initiative and creativity to improve company, department or job **RESULTS**?

NOMINATED BY:________________________DATE:__________

All nominations must be submitted to Piper Fowler, IDG Human Resources Department, 5 Speen Street, Framingham, MA by **November 15, 1995.**

IDG Job Opportunities Update
Monday November 6, 1995

SALES ASSISTANT (CW)
The selected candidate will provide administrative support to the sales team within the Professional Development Division. Responsibilities include maintaining databases, daily and weekly mailings of promotional materials, product reports and letters and special projects. A professional phone manner, strong attention to detail and PC literacy required.

IS TRAINING SPECIALIST (IDC)
This individual will play a key role in ensuring the success of IDC's re-engineering efforts through the development and implementation of training and advocacy programs for use within IDC. These include classes, guides, tutorials and one-on-one sessions, job-aids, etc. The curriculum will include: a general introduction to the IDC systems environment, introductory and intermediate level classes in Microsoft Office, cc:Mail, Lotus Notes, Internet and other standard applications. Will be responsible for recommending and justifying "build vs. buy" decisions for components of the training program.

Requires 2-4 years' experience in training applications curriculum development and training, BS/MS in a training or education-related field, and a track record of successfully developing training and advocacy programs in a fast moving environment.

SENIOR SALES ASSOCIATE (IDC)
This individual will manage organization and administration of consulting sales for the Eastern Region territory. Will provide comprehensive sales support to ensure complete client satisfaction. Assist in proposal development and preparation of marketing packages and presentation kits.

SALES ASSISTANT (IDG)
The individual in this position will provide administrative support to our sales efforts. Responsibilities will include: sales assistance activities, interfacing with key customers and outside vendors, conference coordination, financial administration, and responding to internal inquiries. Must possess strong PC skills including Word, Powerpoint, and Excel and 2-3 years of business experience.

NATIONAL ACCOUNT MANAGER (IDG)
Individual in this position will be responsible for selling and managing major accounts as participants in a major marketing event in the U.S. IT Industry. Qualified candidates should possess a thorough knowledge of the IT industry, (IT vendor experience preferred), and a minimum of 5 years' proven success in sales and account management in the trade show, advertising or IT industry. Must have excellent communication, presentation and relationship-building skills. Travel required.

DISTRIBUTION COORDINATOR (IDG/B)
Will coordinate all daily and special activities and efforts of third party warehousing, to include but not limited to activities involving receiving, shipping, rush orders, special instructions, returns, etc. Act as liaison between Sales, Customer Service, Inventory Control, Manufacturing and third party warehousing to ensure superior customer service and accuracy and quality of shipments. Will work with binderies, carriers and warehouses to ensure timely receipt of books into warehouses. Responsible for inbound traffic coordination.

IDG Job Opportunities Update
Monday November 6, 1995

ACQUISITIONS EDITOR (IDG/B)
Working with authors and editors, this individual will develop software strategy for disks and CD-ROMs, schedule software acquisitions, acquire software, negotiate licensing agreements and work with vendors. Oversee and manage CD-ROM development and evaluate new freeware, shareware and commercial software. Requires a college degree (graduate study preferred), two years' computer industry knowledge, and editing, writing and publishing experience.

EDITORIAL ASSISTANT (IDG/B)
This individual will provide administrative support including copying, faxing, correspondence, preparation of launch meetings and maintenance of logs and directories. Will serve as liaison between Indianapolis editorial office and the marketing and sales group. Will track and coordinate delivery of manuscript page proofs and all other book elements from the Indianapolis editorial team. Research competing titles and markets and provide information to Publisher and Group Publisher.

INFORMATION ENGINEER (ISG)
A Web/Database Programmer will be in charge of integrating our Web tools and projects with the Informix and Oracle databases that we use as backends. Experience with HTTP, Unix, CGI,Perl, SQL and Web and Internet skills required. Production environment background a definite plus.

ONLINE SALES MANAGER (MAC)
The ideal candidate for this position will actively prospect, solicit and close sales for pre-determined online marketing sponsorships, as well as service and maintain all business after the sale is made. Requires proven high tech publishing related sales experience and in-depth knowledge of Online.

GRAPHIC DESIGNER (NW)
Seeking an individual with 3-5 years of experience in print media and a proficiency in Aldus Freehand and Quark Xpress. Must have strong typography and layout skills; excellent organizational skills and the ability to work well under deadlines. Experience in publishing, Adobe Photoshop and Illustration a plus.

ASSOCIATE LAYOUT EDITOR (NW)
This individual will be part of a team that is responsible for all aspects of page production in the editorial department. You will work with members of section teams to arrange stories and graphics on pages and calculate lengths. In addition, you'll track art and copy through production cycle. Seeking an organized, detail-oriented individual who possesses excellent proofreading skills. BA in Journalism or related field and experience in Page Makeup or QuarkXPress required.

ADMINISTRATIVE ASSISTANT (PCW)
This individual will provide administrative support to the Sr. VP of Circulation and Research and the Circulation department. Will also provide backup support for customer service. Must have knowledge of word processing preferably in Word for Windows, extensive experience in filing, and general office administrative skills. Excellent verbal and written communication skills and the ability to prioritize tasks required.

IDG Job Opportunities Update

November 6, 1995

Division	Title	Location	Contact Mgr.	Phone	Fax
CC	Managing Editor, Computer Currents	Emeryville, CA	R.Luhn	(510)547-6800	(510)547-4613
CCI	Ancillary Products Administrator	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Graphics & Art Director	Cambridge, MA	J. Engel	(603)924-7271	(603)924-7013
CCI	Executive Editor	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Manufacturing/Production Expert	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Director	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Sales	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CIO	Associate Art Director	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Associate Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Copy Editor	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Account Executive	Fairfield, NJ	A. Jones	(508)935-4315	(508)935-4600
CIO	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CW	Sales Assistant	Framingham, MA	C.Chupka	(508)820-8162	(508)879-3760
CW	Sales Associate, Client Server Journal	Burlingame, CA	L. Lehane	(415)347-0555	(415)347-8312
CW	Office Services Administrator	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Receptionist	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Sales Associate	San Francisco, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Ad Coordinator	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Graphic Designer	Framingham, MA	T.O'Connor	(508)820-8566	(508)879-3760
CW	Junior Designer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Senior Editor, Management and Storage	Framingham, MA	M.Johnson	(508)879-0700	(508)875-8931
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714	(508)875-8931
CW	Senior Editor	Framingham, MA	J. Connolly	(508)879-0700	(508)875-8931
CW	Telecommunications Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Technician	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Notes Developer	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Programmer / Analyst	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW/RT	Fulfillment Manager	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CWDD	Marketing Database Specialist	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
FCW	Administrative Assistant	Falls Church, VA	T.Guest	(508)935-4766	(508)935-4600
FCW	Production Manager	Falls Church, VA	T.Guest	(508)935-4766	(508)935-4600
FCW	Senior Technical Analyst	Falls Church, VA	M. Koethe	(508)935-4531	(508)935-4600
IDC	Administrative Assistant, IS	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Administrative Assistant, Comm.	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	P/T Library Clerk	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	P/T Library Clerk	Mt. View, CA	E. Martin	(508)935-4649	(508)935-4610
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Desktop Publishing Supervisor	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Proofreader	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Press Relations Manager	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Communications Consulting Manager	Framingham. MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Manager, PC Distribution Channels	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Director	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Sr. Rsch Analyst, Internatl. Planning Serv.	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Senior Industry Analyst, Networking	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Senior Industry Analyst, Software	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Rsch Analyst, Desktop Graphics & Media	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Director, Internet	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Printers Program Research Intern	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Analyst, Personal Systems (2)	Framingham / Mt. View	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Manager, Workgroup	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Sales Assistant	Austin, TX	E. Martin	(508)935-4649	(508)935-4610
IDC	Sales Assistant (PT)	Austin, TX	E. Martin	(508)935-4649	(508)935-4610
IDC	Account Executive, Consulting	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Inside Sales Representative	Framingham, MA	D.Bernardi	(508)935-4361	(508)935-4610
IDC	Senior Sales Associate	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	IS Training Specialist	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Desktop Support Specialist	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Manager, Unix & Server OS	Framingham / Mt. View	D. Miller	(508)935-4133	(508)935-4610
IDG	Sales Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)879-9519
IDG	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4514	(508)935-4600

IDG Job Opportunities Update

November 6, 1995

Division	Title	Location	Contact Mgr.	Phone	Fax
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4099	(508)935-4600
IDG	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	National Account Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)879-9519
IDG	IS Consultant	San Francisco/San Mate	P. Fowler	(508)935-4796	(508)935-4600
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Marketing Assistant	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Administrative Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Assistant	Chicago, IL	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Editor, Software	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
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IDG/B	Software Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
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IDG/B	Director, Public Relations	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
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IDG/IMS	International Account Manager	Framingham, MA	P. Fowler	(508935-4796	(508)935-4600
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IFTW	Expo Manager	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Tradeshow Manager	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Sales Manager	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
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IFTW	IS Manager	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Systems Specialist	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
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IFW	Administrative Assistant, PC Letter	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Case Study Editor	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IFW	Assoc/Senior Editor - Desktop Systems	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Section Editor / Hardware	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Assoc/Senior Editor -Communication Teams	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0558

IDG Job Opportunities Update

November 6, 1995

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IFW	Test Developer, LAN Team	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Test Developer, Enterprise	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668
IFW	Event Coordinator	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Media Research Analyst	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Registration Manager	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Sales Associate	San Mateo, CA	E. Aronowitz	(415)312-0673	(415)312-0558
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566	(415)312-0558
IFW	Programmer Analyst	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IMI NV	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)978-3306	(415)267-1732
ISG	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Digital Production Artist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Information Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
IVI	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
IVI	Research Director	Falls Church, VA	M.Koethe	(508)935-4531	(508)935-4600
LINK	Librarian	New York, NY	D. MIller	(508)935-4133	(508)935-4610
LINK	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	D. MIller	(508)935-4133	(508)935-4610
LINK	Senior Research Analyst	New York, NY	D. MIller	(508)935-4133	(508)935-4610
LINK	Research Analyst	New York, NY	D. MIller	(508)935-4133	(508)935-4610
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MAC	Inventory Controller	San Francisco, CA	L. Black	(415)978-3144	(415)442-0766
MAC	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)974-7468	(415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)442-0766
MAC	Online Sales Manager	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379	(415)442-0766
MHA	Sales Account Manager	Norwood, MA	K. Quilligan	(617)440-2724	(617)440-0300
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NW	Graphic Designer	Framingham, MA	M. Cornetta	(508)935-4734	(508-935-4600
NW	Copy Editor (2)	Framingham, MA	D.Volpe	(508)935-4192	(508)935-4600
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)935-4734	(508-935-4600
NW	Editorial Assistant (P/T)	Washington, DC	M. Cornetta	(508)935-4734	(508-935-4600
NW	Public Relations Manager	Framingham, MA	M. Cornetta	(508)935-4734	(508)935-4600
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PCW	Administrative Assistant	San Francisco, CA	H.Martin-Mayer	(415)978-3302	(415)442-1891
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Presentation Specialist	San Francisco, CA	A. Abrams	(415)974-7437	(415)442-1891
PCW	Senior Designer, Informational Graphics	San Francisco, CA	R.Kanes	(415) 978-3333	(415)442-1891
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Assistant Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	Associate Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	Senior, Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640	(415)442-1891
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205	(415)974-7316
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250	(415)442-1891
PCW	Director, Business Development & Planning	San Francisco, CA	T.Gewecke	(415)978-3153	(415)442-1891
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250	(415)442-1891
PCW	Account Manager	San Francisco, CA	B.Carrigan	(508)978-7405	(415)442-1891
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PCW/MMW	Copy Editor	San Francisco, CA	K.Stein	(415)974-7362	(415)442-1891
PCW/MMW	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891

MA Job Hotline (508)935-4406
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OFF LINE

WIN A COPY OF RICH TENNANT'S NEWEST BOOK!

Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant

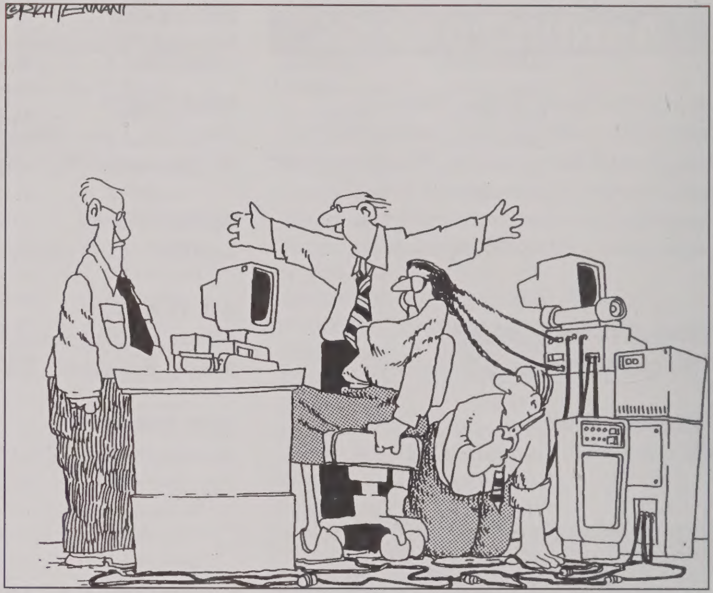
It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, November 28.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!



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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 46

November 13, 1995

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COSTUMED IDC RUNNERS RAISE FUNDS FOR CYSTIC FIBROSIS IN BILL RODGERS 5K CHASE
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IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

IDG Licensees Partner with IPS for New Shows

Agreements signed with IDG's Canadian and Romanian licensees

MICHAEL ATKINS, PRESIDENT OF IDG'S *Canadian licensee, Laurentian Technomedia, signs a license for the first ComNet Canada with* ***Lisa Judd****, VP/Licensing for IPS.*

IDG's exposition licensing operation, a division of International Publishing Services, recently signed agreements with two IDG licensees to produce new IT trade shows.

Vice President of Licensing **Lisa Judd** has been working closely with

•CONTINUED PAGE 4•

IFTW Plans Multimedia Content Development Expo

(FROM LEFT): IFTW PRESIDENT PAT FERRELL, IMA CHAIRMAN MICHAEL BRAUN AND *IDG Executive Vice President* ***Bill Murphy*** *were among those who participated in the IMA Expo press announcement in New York. "We anticipate IMA Expo to be one of the most high-profile events on the high-tech calendar," Murphy said.*

Infotainment World's events division announced last week that it will coproduce a new multimedia show and conference Sept. 17-19, 1996 in New York City with IDG affiliate MHA Event Management. The IMA Expo has the backing of the Interactive Multimedia Association, which represents more than 400 of the world's leading providers of interactive media tools, technologies and services.

According to IMA Chairman Michael Braun, "Our members decided they wanted to dedicate their resources to a major, highly focused, interactive content development show, and right now no show comes close to what we envision for the IMA Expo."

IMA officials expect that their decision to produce their own show is likely to have a significant impact on the crowded multimedia trade show arena.

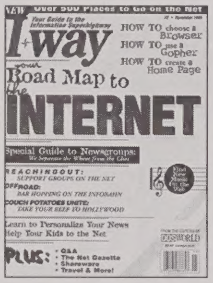
The IMA expects to attract more than 20,000 attendees from around the world and 300 exhibitors to the show, which

•CONTINUED PAGE 5•

IN BRIEF

I+way Special Issue to List 500 Best Web Sites

I+way, a bi-monthly how-to reference guide for navigating the Internet and various online services, will unveil a special issue in February 1996 listing the 500 best World Wide Web sites.


NEW Over 500 Places to Go on the Net
Your Guide to the Information Superhighway
I+way
HOW TO choose a Browser
HOW TO use a Gopher
HOW TO create a Home Page
your Road Map to the INTERNET
Special Guide to Newsgroups:
We Separate the Wheat from the Chaff
REACHINGOUT: SUPPORT GROUPS ON THE NET
OFFROAD: BAR HOPPING ON THE INFOBAHN
COUCH POTATOES UNITE: TAKE YOURSELF TO HOLLYWOOD
Learn to Personalize Your News
Help Your Kids to the Net
PLUS: • Q&A • The Net Gazette • Shareware • Travel & More!
IDG WORLD

"We aim to make the *I+way 500* the benchmark for Web site excellence," said *I+way* Editor-in-Chief **Michael Nadeau**. "Developers will look to these sites for inspiration, and Web surfers will use the *I+way 500* designation to identify the most important sites in a given category."

Among the 20 categories covered in the listings are corporate home pages, computers, networking/communications, online publications, education and professional resources.

The editors of the Connell Communications publication and a team of veteran Web users will evaluate sites based on ease of navigation, depth, accessibility and design, among other well-defined criteria.

According to Nadeau, no other publication has developed as thorough an evaluation methodology as *I+way*. 🖳

Users Cheer *PC World*'s Windows 95 Online Guide

Just two months after the launch of its Windows 95 online guide, *PC World Online* staff have proclaimed the site a rousing success. More than 50,000 readers have read more than 125,000 Windows 95 articles and downloaded 70,000 Windows 95 shareware files.

"The site provides users with the most comprehensive and usable source of Windows 95 information anywhere on the Internet," said **Thomas Gewecke**, publisher of *PCW*'s Online Services Group.

PCW Windows 95 Online includes Windows-related articles from *PCW* and *Multimedia World*, an on-screen guide to walk users through Windows 95 features and hot links to the most valuable Windows 95-related Web sites.

One of the most popular features of the new area is the Tip-of-the-Day, a free E-mail newsletter that delivers a new Windows 95 hint to subscribers each day. More than 16,000 individuals had signed on as of late October. Because the newsletter also profiles hot new features available on *PCW Windows 95 Online*, the newsletter encourages readers to access the site each day. As a result of the site's popularity, Symantec and Netscape are sponsoring the area. 🖳

PCW Windows 95 Online can be accessed at http://www.pcworld.com/win95.

Electronic Entertainment to Become *PC Entertainment*

In a move that reflects its readers' growing interest in computer-based entertainment, *Electronic Entertainment* will be renamed *PC Entertainment* beginning with the January 1996 issue.

Eighty-five percent of the magazine's readers — who are primarily 18-34 year-olds — already use a PC for entertainment. "*PC Entertainment* will continue to cover PC and Mac games, entertainment titles, multimedia hardware and software and the online market in the style that has made us the leading magazine in this growing category," said Editor-in-Chief **Frederic Paul**.

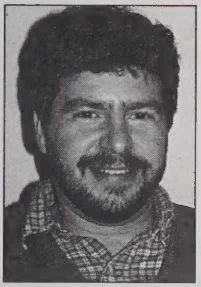
In the past two years, *Electronic Entertainment* has had a 40% increase in its rate base to 140,000. December's issue is the biggest advertising revenue generator in the magazine's history, and National Advertising Director **Jim Shepherd** expects the January issue, with its new banner, to surpasss that record.

LINK Resources predicts that multimedia PC shipments will grow from 195,000 in 1992 to 60 million units by the year 2000. Similarly, IDC projects that the current base of nearly 13 million online subscribers in the U.S. will increase to 50 million by 1999. 🖳

Irish Eyes Smile on *CW*

COMPUTERWORLD PRESIDENT AND CEO GARY J. BEACH *recently joined a delegation from the Massachusetts Software Council on a trade mission to Ireland. Co-sponsored by the Council and the Irish Computing Software Association, the two-day event was designed as an information-sharing forum. Beach (far right) chats with (left to right): Mitch Kertzman, CEO of Powersoft; U.S. Ambassador to Ireland Jean Kennedy Smith, who was a guest speaker; and Paul O'Dee, president of the Irish Computing Software Association.*

ON LINE



ROB GARRETSON

The editor-in-chief of the IDG News Service is this week's guest columnist. Part II will appear next week.

Q How does the IDG News Service fit into all of IDG's electronic publishing projects and online services?

A Very delicately. Online publishing represents an exciting new opportunity for the News Service to add value to IDG publications around the world. The voluminous appetite online services potentially have for information — updated daily — exploits the key strengths of our real-time global news feed. Yet electronic publication also poses unique challenges to the resource-sharing principles under which the News Service was created and is still operated today.

The News Service was originally created and organized to serve the needs of IDG's print publications, all of which are targeted at a domestic audience and none of which are published more frequently than weekly. Sharing editorial content among them has been a fairly simple proposition. Online publications, on the other hand — with their potentially global audience and lack of "space" constraints (not to mention the ease with which content in electronic form can flow across national borders and to unauthorized readers) — alter many of the fundamental assumptions on which the News Service is based.

The News Service is eager to contribute to the fledgling (yet burgeoning) new media efforts at IDG, but we have to do so without undermining our value to the print publications that finance our operation. In an attempt to sort out all the complex issues associated with content sharing in cyberspace, we recently drafted a set of guidelines for electronic distribution of News Service content. Those guidelines have just been endorsed by IDG International Publishing Services' board (including Pat Mc Govern) and have been circulated to business unit heads and online editors.

The new guidelines outline the basic parameters for using News Service content in online services and specify some practical limitations. Electronic publications that want to post News Service content must be targeted at a domestic readership (even if they use the World Wide Web as a delivery vehicle), contract for a specific volume of content to be used (i.e., no publication is authorized to post the entire News Service feed each day) and agree to embargo stories that have been tagged for use by print publications within their domestic market.

Though they've been approved and we are now working to implement them, these electronic usage guidelines are a work in progress that will continue to evolve just as the myriad of online publishing efforts at IDG worldwide will continue to grow and take shape.

Do online versions of publications like *Computerworld* and *InfoWorld* have to pay a separate chargeback to publish stories from the IDG News Service? If so, why, since they already pay for their use of the News Service?

Use of the News Service content in online services is a complicated issue, but under our existing guidelines, electronic publications in markets that have multiple publishing business units (such as the U.S. and Germany) are treated as separate products, subject to a separate chargeback for reprinting original News Service content. These online publishing "license" payments reflect the added value associated with daily publishing (as opposed to weekly or monthly) and the higher volumes typically demanded of an electronic publication (compared to a print publication bound by traditional space limitations). For example, *InfoWorld Electric*, which is being formally launched at Comdex this week, is interested in posting three to four stories each day taken from the IDG News Service in its "Today's News" section. Not only can the electronic version of *InfoWorld* deliver the news in a more timely manner than the print version, but it has the capacity to run more News Service content, on average, than the paper publication. As Stewart Alsop is fond of reminding us, "editoral [content] isn't free," and thus there's somewhat of a premium associated with such a new and expanded use of News Service content.

Since electronic publishing at IDG is still in its relative infancy, these arrangements are being made on a publication-by-publication basis, until such time as these online services generate sufficient revenue to fall under the standard News Service chargeback system.

IDG WORLD UPDATE NEEDS YOU!

Use this space to send in questions, comments and story ideas:

Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

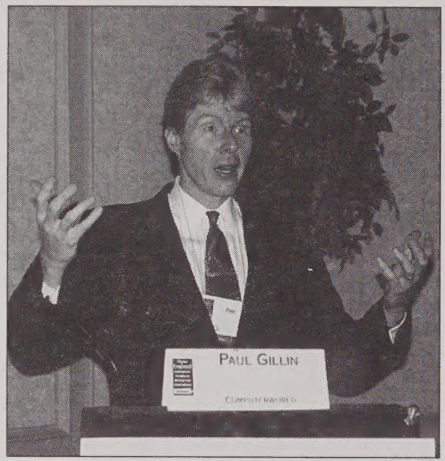
Computerworld Holds First Regional Recruiting Conference

Computerworld's Professional Development Division continued to break ground in meeting the needs of IS recruiting professionals with its first New England Corporate Technical Recruiting Conference held last month in Newton, Mass.

CW's national Corporate Technical Recruiting Conferences have been held annually since 1992. However, according to event organizer Avis Lampert, of Price Lampert Associates, they have been only moderately successful in drawing attendees from the New England region. According to **John Corrigan**, vice president of *CW*'s Development Division, "The active pace of IT hiring in New England has made it difficult for technical recruiters to pull themselves away from their desks for more than a day. They want training and we want to provide it so we decided if Mohammed can't come to the mountain... and it worked!"

Attendees flock to Newton

Computerworld Editor **Paul Gillin** presented the keynote at the event, addressing close to 100 technical recruiters— almost double the number anticipated — representing corporations such as Lotus Development, Microsoft, Sun Microsystems, L.L. Bean and Fidelity Investments. Gillin's speech, "The Top 10 Trends Affecting IS Careers," complemented a full agenda that included sessions on using the Internet for recruiting purposes, diversity and the law, and how to select the right candidate.



IDG WORLD UPDATE

COMPUTERWORLD EDITOR PAUL GILLIN *addresses the almost 100 attendees at the first regional New England Recruiting Conference spnsored by the company's Professional Development Division.*

CW's recruiting conferences aim to provide recruiters with the most effective resources to target IS professionals. The seminars round out the Professional Development Division's offerings, which include the weekly Careers section, the IS Careers Web site and the annual *Best Places to Work* and *Campus Edition.*

The 1996 conference will be held June 2-5 at the Inverness Conference Center and Resort outside Denver.

For more information call 1-800-488-9204 or 508-879-0700. The CW Careers Web site may be accessed at http://careers.computerworld.com.

LIVE ON THE WORLD WIDE WEB

IDG business units are setting up sites on the World Wide Web faster than we can keep track. *IDG World Update* is in the process of compiling a directory of WWW addresses for IDG publications and business units that will be updated on an ongoing basis. If you would like to be included, please contact the editors at world_update@idg.com.

Here are a few of the newest additions:

***Multimedia World*:http://www.mmworld.com**
IDG Brazil: http://www.idgbrasil.com.br
IDG Books: http://www.idgbooks.com
***Federal Computer Week*: http://www.fcw.com**

EXPO LICENSING

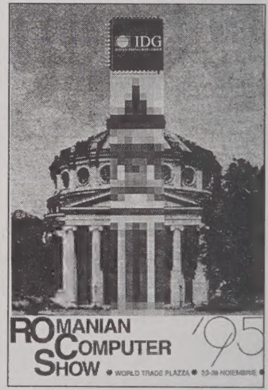
continued from page 1

Laurentian Technomedia, IDG's Canadian licensee, to coordinate the first ComNet Canada, slated for June '96. The first IDG show in Canada, it will be modeled on the very successful ComNet Washington.

The focus of the first year's event will be a high-level conference series for CIOs and other top-level IT executives. In a unique setup, the conference will be closed for two hours each day and the show floor will be opened for attendees to meet with exhibitors. As the show will be open for only two hours each day, a buffet-style spread will be laid out around the perimeter of the show floor, offering a rare draw for visitors.

IDG's Romanian licensee ROCS

In Bucharest last month, **Mihaela Gorodcov,** general manager of IDG's Romanian licensee, enlisted Judd's support in putting the finishing touches on the first Romanian Computer Show to be held Nov. 23-26.


IDG
ROMANIAN COMPUTER SHOW '95
• WORLD TRADE PLAZA • 23-26 NOIEMBRIE •

The Romanian Computer Show, or ROCS as it is known, is the only show to be held in Romania in the fall and is being held at the newly constructed World Trade Center.

Not only is the World Trade Center an impressive venue, but as one of the few locations properly equipped for the early fall chill, it has even allowed the Romanian licensee to overcome the elements.

ROCS sold out immediately and faces only two other competitors during the coming year. The inaugural event will feature vendor briefings as opposed to a conference program.

For more information on either of these shows contact Lisa Judd at tel: 617-423-1306; fax: 617-423-0712 or Lotus Notes: Lisa Judd.

IDG Job Opportunities Update
Monday November 13, 1995

EXECUTIVE ASSISTANT (CW)
This individual will be responsible for negotiating product pricing and contract terms with vendors, tracking purchases and blanket discounts, allocating purchase orders, maintaining the department's budget, and tracking software licenses and maintenance agreements. The ideal candidate will possess a minimum of 3 years' administrative experience, exceptional communication skills and PC literacy including database management (preferably Notes), word-processing, spreadsheet and email.

ACCOUNT EXECUTIVE (IDC)
The successful candidate will be responsible for selling market research and consulting services for a geographic territory in the Bay area. The ideal person will be a self-motivated and experienced in territory development. This individual must have 3-5 years' high tech sales experience with a proven track record, good communication skills and excellent customer service and organizational skills.

ACCOUNT EXECUTIVE (IDC)
Based in NY/NJ, this individual will focus on growing business opportunities with existing and new (ad agencies, PR firms, accounting/consulting firms - supporting the IT sector) financial industry clients (brokerage firms, banks, money managers, etc.) and other non-traditional IT companies needing IT information. Will work closely with IDC Product Manager and Region Sales Manager to renew and expand sales business in current client base and develop, market to, and close prospects. Requires 3-5 years' IT sales and/or similar experience within the financial or consulting industry as a user of IT information.

ELECTRONIC PRODUCTS OPERATIONS MANAGER (IDC)
We are seeking a dynamic team leader with strong electronic publishing process and operations management skills to create world-class electronic delivery capabilities. You will enhance current operating procedures; evaluate and upgrade staffing in light of forecasted demand; implement quality control measures, and establish production capabilities in support of IDC's expanding menu of electronic products. The ideal candidate possesses strong leadership skills and the ability to develop partnerships with other key members of the IDC organization as well as with external resources. A BS/BA with a minimum of 7 years' industry experience is required.

OFFICE MANAGER/HR LIAISON (IDC)
The office manager will be responsible for efficient and effective day-to-day management for a 40-person regional office and will have direct management responsibility for the receptionist. The candidate will also work closely with IDC's Human Resources Department and act as an HR liaison by communicating company benefits and policies, maintaining appropriate HR forms and assisting in the recruiting process. We are seeking a self-motivated individual with solid organizational skills and the ability to communicate effectively. Must have 3-5 years' office management experience.

CLEANING PERSON, Part-time (IDC)
We are seeking a cleaning person to work approximately 6 hours per week. This individual will be responsible for monitoring, cleaning and stocking IDC's common areas including kitchenettes, coffee areas and boardrooms. Responsible for inventory of equipment in all of the boardrooms.

SALES SUPPORT COORDINATOR (IDC)
Responsible for providing administrative support, proposal generation, mailers, library filing, and interaction with clients, prospects and internal contacts. We are seeking a team player with 5 years' experience to juggle multiple tasks. Must possess excellent communication, organizational and writing skills and is PC literate, (MS Word & Excel). This position is located in our Iselin, New Jersey office.

RESEARCH ASSISTANT, Part-time (IDC)
This part-time (20 hours) intern will conduct secondary market research and limited primary research on emerging information technologies (IT), leading-edge business applications of IT, and new methods for creating, selling and supporting IT products and services. The Research Assistant will gather and synthesize data, information and opinions from both IDC sources and industry sources. Excellent secondary research skills and written and oral communication skills required. IT industry knowledge and experience a plus.

IDG Job Opportunities Update
Monday November 13, 1995

DATA ENTRY CLERK (IDG)
The individual in this position will be involved with data entry in the IDG Corporate Accounting Department. Knowledge of PC Windows, fast and accurate alpha/numeric keyboard entry and ability to work under pressure a must. Two years of data entry experience in a high-volume invoicing environment is also a plus.

EXECUTIVE ASSISTANT (IDG)
The individual in this position will work closely with the VP of Technology. Candidate will be responsible for managing calendar, appointments, and correspondence; receiving and screening calls, mail and e-mail; arranging and assisting in events and special functions; following up on research, writing and speaking projects; making travel arrangements and handling expense reports. Qualified candidate will have a combination of administrative support experience, excellent written and verbal communication skills and the ability to manage multiple tasks. Excellent computer skills required. Position located in Boston.

MANAGER, FINANCIAL PLANNING (IDG)
The individual in this position will be responsible for asset/cash management, banking relationships and management of foreign exchange exposure. Additional responsibilities will include special financial analysis projects, monitoring of inter-company loans and assessment of new product development initiatives. The ideal candidate will possess 7-9 years of relevant work experience, the ability to work independently and excellent oral and written communication skills. Familiarity with the IT industry and/or publishing is helpful. Some travel may be required.

RECEPTIONIST (IDG/B)
Responsible for the reception desk and general office support including: attending incoming calls and re-routing them or taking messages; greeting visitors and referring them to the appropriate person; assisting candidates with employment applications prior to interviews. Also responsible for the neat appearance of the lobby and front desk. Requires 1 - 2 years experience as a receptionist with a multi-line phone system. Must be flexible and possess excellent organizational and interpersonal skills.

COST ACCOUNTANT (IDG/B)
We are seeking a professional individual who possesses strong manufacturing/engineering accounting and analysis skills and is experienced in working with the manufacturing floor, Material Managers and VP of Manufacturing. The ideal candidate is computer literate, possesses a BA/BS, a minimum of 2 years' hands-on cost accounting experience, and system/process improvement experience.

STAFF ACCOUNTANT (IDG/B)
This individual will review and process all co-op advertising contracts; handle all subsidiary rights royalties involving auditing foreign rights, book club and other royalty statements; monitor and report on distributor incentive programs; and perform monthly reconciliations. The ideal candidate is computer literate, possesses a BA/BS, a minimum of 2 years' accounting experience, and strong analytical and communication skills. Familiarity with contracts, royalties and subsidiary rights a plus.

ADMINISTRATIVE ASSISTANT (IDG/B)
Responsibilities include: phone coverage, transmittal of files and vendor communications and general administrative support including: word-processing, mail/fax correspondence, and organizing meetings, travel and conference logistics. Seeking a computer literate individual with excellent communication skills and prior administrative experience.

FULFILLMENT COORDINATOR, **Part-time** (IDG NEWSLETTERS)
Working 20 hours per week, this individual will support the day-to-day operations of fulfillment vendors, customer service, issue distribution, postage management and all fulfillment-related activities. The ideal candidate possesses excellent problem-solving and follow-through abilities. Excellent verbal and written communication skills and attention to detail required.

SHOW DAILY EDITOR, **(Contract Position)** (IFTW)
We are seeking an individual who will drive the content of the Show Daily for the Electronic Entertainment Expo (E3). The ideal candidate possesses superior writing and editing skills and excellent planning and organizational skills. Knowledge of the multimedia and electronic entertainment industry and newspaper reporter experience preferred. This is a contract position through mid-May, 1996.

IDG Job Opportunities Update
Monday November 13, 1995

REPORTER, Hardware (IFW)
InfoWorld is seeking an energetic, aggressive reporter to cover information technology hardware. This person must have a proven ability to break news and possesses a keen interest in technology. Two years of experience reporting on the computer industry is required.

DEPARTMENT EDITOR, Networking (IFW)
In conjunction with the News Editor, the Network Editor runs the day-to-day operations of the 5-person staff and is responsible for directing and shaping the weekly breaking-news coverage. The editor is also responsible for editing copy and coordinating the art and production functions. Ideal candidate should have 5 years of news experience covering networks and at least one year of management experience.

NATIONAL ACCOUNTS MANAGER (MW)
The candidate for this position will pursue all advertising and other revenue-generating opportunities with national and strategic accounts by means of creative selling and marketing at all levels of the account. The position requires a minimum of 5 years experience working in or with high-tech companies. A solid understanding of the Mac market and previous advertising space sales experience is required.

SENIOR WRITER (NW)
We are seeking a reporter to work in our Framingham headquarters covering a range of networking products, trends and issues. Candidates should have at least 2-4 years' experience reporting on information technology and a proven ability to consistently break news.

MAILROOM ASSISTANT, Part-time (NW)
We are seeking a responsible individual with excellent communication skills to assist the Mailroom Supervisor. Responsibilities include sorting/distributing/shipping mail and courier packages, distributing information onsite and to other IDG Framingham locations, sorting/retrieving items from the warehouse and assisting in our paper recycling project..

DIRECTOR OF SALES, Online Services Group (PCW)
The Director of Sales is responsible for developing and managing the Online Services Group advertising sales effort, including recruiting, training, and managing account executives, sales managers, and administrative staff as needed, development of media kit, rate card, and other marketing collateral. Extensive sales experience, ideally in both print computing and online/new media products is required. Must be highly organized and possess strong leadership skills, ability to work well with others, strong written and verbal communication, and analysis and interpersonal skills. Frequent travel required.

SALES ACCOUNT MANAGER, Online Services Group (PCW)
The Sales Account Manager is responsible for establishing and maintaining client relationships, developing new business, and selling online advertising products across a national territory. Proven sales track record and prior experience in selling ad space for a computer publication and familiarity of online media preferred. Ability to work under pressure and demonstrate flexibility in a rapidly-shifting competitive and market environment. Ability to work independently, creatively, find innovative solutions to complex sales problems required. Extensive travel (7-10 in-person sales calls per week) required.

EXECUTIVE EDITOR (PCW/MMW)
Responsible for providing technical direction and over sight for News, Reviews and Features. Edit and write News, Feature and Reviews as needed. Represent publication to industry and readers. Will meet regularly with Multimedia vendors, travel routinely to vendor sites to develop and maintain core vendor relationships; attend and speak at trade shows and conferences. Knowledge of Multimedia industry, good writing, analytical, and management skills and a working knowledge of Multimedia Pcs, CD-ROM technology and titles required.

IDG Job Opportunities Update

November 13, 1995

Division	Title	Location	Contact Mgr.	Phone	Fax
IDG	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4514	(508)935-4600
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4099	(508)935-4600
IDG	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	National Account Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)879-9519
IDG	IS Consultant	San Francisco/San Mate	P. Fowler	(508)935-4796	(508)935-4600
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Administrative Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Accounting Manager	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Operations Assistant	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Marketing Assistant	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Admin. Asst.-Online Press	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Administrative Assistant, PC Press	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Assistant	Chicago, IL	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Editor, Software	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Software Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Associate Publisher	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Cost Accountant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Staff Accountant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Manager, New Business Development	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Public Relations	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Supervisor, Page Layout	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Direct Account Representative	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	System Specialist, Production	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/CSC	Executive Assistant	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Manager, Financial Planning	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/IMS	International Account Manager	Framingham, MA	P. Fowler	(508935-4796	(508)935-4600
IDG/MSD	Business Manager	San Francisco, CA	P.Fowler	(508)935-4796	(508)935-4600
IDG/MSD	Public Relations Manager	San Francisco, CA	P.Fowler	(508935-4796	(508)935-4600
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/Newsletter	Fulfillment Coordinator (PT)	Boston, MA	L. Connolly	(508)935-4791	(508)935-4600
IDG/Rsch	Research Assistant	San Francisco, CA	A. Jones	(508)935-4315	(508)935-4600
IFTW	Show Daily Editor	San Francisco, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Copy Editor, E2	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Book Editor	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Publisher, E2	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Expo Manager	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Sales Manager, Expos & Events	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Account Executive, E2 On-Line	San Mateo, CA	J. Shepherd	(415)286-2530	(415)349-5279
IFW	Billing Coordinator	San Mateo, CA	D. Vieraitis	(415)312-0566	(415)312-0668
IFW	Reporter - Hardware	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Department Editor - Networking	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668

IDG Job Opportunities Update

November 13, 1995

Division	Title	Location	Contact Mgr.	Phone	Fax
IFW	Case Study Editor	San Mateo, CA	D. Vieraitis	(415)312-0566	(415)312-0668
IFW	Assoc/Senior Editor - Desktop Systems	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668
IFW	Section Editor / Hardware	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Assoc/Senior Editor -Communication Teams	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0558
IFW	Test Developer, LAN Team	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668
IFW	Test Developer, Enterprise	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668
IFW	Event Coordinator	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Media Research Analyst	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Registration Manager	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566	(415)312-0558
IFW	Programmer Analyst	San Mateo, CA	D. Vieraitis	(415)312-0566	(415)312-0668
IFW	PC Support Assistant (6 mo. Intern)	San Mateo, CA	D. Vieraitis	(415)312-0566	(415)312-0668
IMI NV	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)978-3306	(415)267-1732
ISG	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Digital Production Artist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Information Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
IVI	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
IVI	Research Director	Falls Church, VA	M.Koethe	(508)935-4531	(508)935-4600
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176	(415)442-0766
MAC	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)974-7468	(415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)442-0766
MAC	National Accounts Manager	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	Online Sales Manager	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	IS Technician	San Francisco, CA	S. Daniels	(415)978-3379	(415)442-0766
MHA	Sales Account Manager	Norwood, MA	K. Quilligan	(617)440-2724	(617)440-0300
NW	Mailroom Assistant	Framingham, MA	D. Volpe	(508)820-7472	(508)935-4600
NW	Sales Assistant	Sunnyvale, CA	C. Stiglic	(415)541-8630	(508)935-4600
NW	Graphic Designer	Framingham, MA	M. Cornetta	(508)820-7474	(508)935-4600
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)820-7474	(508)935-4600
NW	Copy Editor	Framingham, MA	D. Volpe	(508)820-7472	(508)935-4600
NW	Staff Writer	Framingham, MA	M. Cornetta	(508)820-7474	(508-935-4600
NW	Editorial Assistant (P/T)	Washington, DC	D. Volpe	(508)820-7472	(508)935-4600
NW	Public Relations Manager	Framingham, MA	M. Cornetta	(508)820-7474	(508)935-4600
NW	Associate Layout Editor	Framingham, MA	D. Volpe	(508)820-7472	(508)935-4600
PCW	Administrative Assistant	San Francisco, CA	H. Martin-Mayer	(415)978-3302	(415)442-1891
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Executive Editor	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW	Assistant Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	Associate Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	Senior, Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640	(415)442-1891
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PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205	(415)974-7316
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250	(415)442-1891
PCW	Director, Business Development & Planning	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Director of Sales, Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Catalog Account Manager (2)	San Francisco, CA	J. Edman	(415)978-3250	(415)442-1891
PCW	Account Manager	San Francisco, CA	B. Carrigan	(508)978-7405	(415)442-1891
PCW	Midwest Advertising Director	San Francisco, CA	B. Carrigan	(508)978-7405	(415)442-1891
PCW	Account Manager	Chicago, Il	B. Carrigan	(415)978-7405	(415)442-1891
PCW	Account Manager, PC World Card Deck	San Francisco, CA	B. Carrigan	(415)974-7405	(415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	(415)974-7405	(415)442-1891
PCW/MMW	Copy Editor	San Francisco, CA	K. Stein	(415)974-7362	(415)442-1891
PCW/MMW	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891

MA Job Hotline (508)935-4406

CA Job Hotline (415)978-3100

IMA EXPO
continued from page 1

will occupy more than 250,000 square feet at the Jacob K. Javits Convention Center.

The IMA Expo and IFTW's other major trade show, Electronic Entertainment Expo (E3), are synergistic, explained IFTW President **Pat Ferrell**. "IMA Expo is higher in the value chain. IMA Expo's exhibitors are the tools and technology developers that provide the backbone of what content creators — E3's exhibitors — use to make interactive multimedia entertainment products."

IMA Expo will address the needs of a market that encompasses CD-ROM, online, broadband, enterprise network and Internet delivery systems. According to the IMA, interactive multimedia content development will be one of the strongest growth sectors in the high technology industry through the end of the decade. It will generate growth in interactive digital media spending from $5.7 billion in 1994 to $14.2 billion in 1999.

Philip Dodds, president of the IMA, said his organization chose Infotainment World as its partner because of IFTW's trade show philosophy. " Pat Ferrell has struck upon the formula that has seemingly escaped other people in the business: empower and join with the industry rather than milk it," he said. "Our board of directors has a sense of ownership and control, which in turn commands a high degree of commitment from the members. It also doesn't hurt that IFTW is part of IDG, with all its power and presence in the market, and our members want to reach an audience of corporate as well as consumer-oriented IT specialists."

Ferrell spent part of his time at the IDG Worldwide Managers Meeting last week explaining the IMA Expo strategy to business unit presidents. "This show is a direct bull's eye to IDG customers worldwide — advertising clients and readers alike," he said. Ferrell told the presidents to encourage clients to exhibit at or attend the show, and said he plans to set up international pavilions to showcase tools and technology developers from countries outside the U.S.

For more information about IMA Expo, contact Infotainment World's Events Division at tel: 415-286-2585, fax: 415-349-7697.

IMA
EXPO '96
Where Multimedia Gets Down to Business
September 17-19, 1996
New York

IMA EXPO AND E3: HOW THEY COMPARE

Though aimed at different audiences, the IMA Expo and E3 are synergistic, said IFTW President Pat Ferrell. The chart below illustrates how the shows complement one another:

IMA EXPO EXHIBITORS	E3 EXHIBITORS
• Tools and technology developers (Macromedia, IBM, Apple, Kaleida, Intel, etc.)	• Interactive entertainment developers and publishers (Sega, Nintendo, Microsoft Consumer Division, etc.)
IMA EXPO ATTENDEES	**E3 ATTENDEES**
• Content creators • Fortune 1000 companies that use multimedia for training • Financial institutions (to assess publicly traded firms)	• Retailers • Financial institutions • Distributors • Hollywood studios
IMA EXPO APPLICATION AREAS	**E3 APPLICATION AREAS**
• Business •Government • Industry •Education • Entertainment	• Entertainment • Consumer

E3 GOES GLOBAL

Electronic Entertainment Expo, the world's largest trade show dedicated to interactive entertainment, will be held outside the U.S. for the first time Sept. 19-21, 1996 in Tokyo.

Infotainment World and IDG World Expo/Japan have teamed up with three of Japan's largest media organizations to co-plan and co-produce the event. IDG announced last month that it had formed an advisory board for its international E3 roll-out that includes senior executives from Electronic Arts, Disney Interactive, First Information Group of London, Nintendo of America, Viacom New Media and other major companies.

"Interest is very high among Japanese companies for an E3 show in Tokyo, and we will work closely with our international advisory board to produce a major buying and selling event for all participants," said Setsurou Tamai, president/CEO of IDG World Expo/Japan.

IDG World Expo/Japan estimates that 1.66 million multimedia PCs will be shipped this year in Japan.

Read More About It

Boston-area employees interested in joining a media theory reading and discussion group focusing on electronic and online topics are invited to contact **Eric Zimmerman**, of *Computerworld*'s IS department. Possible texts might include: *Understanding Media* by Marshall McLuhan; *City of Bits* by William Mitchell; and *Imagologies* by Mark Taylor and Esa Saarinen. The group will meet monthly at a location convenient to participants. You may reach Eric via the Internet at: eric_zimmerman@cw.com; Notes at: eric zimmerman @ idg net; or by phone at: 508-820-8134.

NOTEWORTHY

NEW EMPLOYEES

Cheryl Dahle is an associate editor for *CIO*. Previously editor of *Kellogg World* magazine, Cheryl has a BS from the Medill School of Journalism at Northwestern University.

Linda Davis has joined *Computerworld*'s Response Technologies as a telemarketing representative. Linda worked most recently as a customer service representative for Bruce Medical Supply and counts cooking, reading and knitting among her favorite outside interests.

InfoWorld welcomes a host of new employees. A graduate of Johns Hopkins University with a BA in biophysics and biology, **Brian Chua** is a test developer. Outside the office Brian enjoys speed skating, tennis and rowing.

Steve Jefferson is an assistant editor for *InfoWorld*. He earned a BA in literature and creative studies from the University of California/Santa Barbara. Camping, hiking and motorcycles are his favorite outside pursuits.

Sherri Haslam is a sales associate. Sherri graduated from Brigham Young University with a BA in English and lists sports, music and painting as her interests.

Roger Frey is another new *IW* sales associate. He received a BA in political science from the University of Washington and enjoys reading historical nonfiction, skiing and golf.

Brian Comnes has joined *InfoWorld* as director of information systems. Before coming to *IW*, Brian was manager of the Information Center at DHL Worldwide Express where he supported 1,200 computers and 12 Novell servers. His outside interests include hiking and playing guitar.

Most recently a reporter for the Pulitzer Prize-winning *Point Reyes Light*, **Aaron Kenedi** is a copy editor. He has a BA in journalism from California State University/Chico and enjoys music, cooking, writing and baseball.

Nina Wachsman is a district sales manager for the publication. She has a BA in psychology from the University of Illinois/Urbana and is a scuba diver and mountain biker.

Stephanie Hutchison, a recent graduate of Colby College, has signed on as a research assistant at IDC. Stephanie earned a BA in international studies and minored in economics. She enjoys photography, travel and running.

TRANSFERS

Midwest advertising director for *PC World* since 1993, **Mark Taussig** has been named associate publisher for *Multimedia World*. "Having worked closely with Mark at *PC World* for a number of years, I have always been impressed with his creativity, pragmatism, and most of all, his astute ability to achieve a magazine's goals," said Publisher **Greg Mason**. Mark has a BA in journalism from the University of Arizona.

Formerly associate art director for *Macworld*, **Kent Tayenaka** is art director for IDG Books. Kent has a BFA in graphic design from the Art Center College of Design.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FOURTEEN YEARS
Bill Laberis - Computerworld

ELEVEN YEARS
Charles Babcock - Computerworld

TEN YEARS
Fernando Rodriguez - IDG Spain

NINE YEARS
Jake Wideman - IMI

EIGHT YEARS
Karin Lorenz - Computerworld
Jeff Oterson - IDG Central Services

SEVEN YEARS
John Grogan - PC World
Harvey Diamond - PC World
John Rousseau - Infotainment World

SIX YEARS
Sandy Wong - PC World
Lisa Zimmerer - PC World
Neil Versen - IMI
Tim Johnson - Macworld

FIVE YEARS
Constance Brown - Computerworld
Wayne Silverman - PC World
Janice Crotty - Infotainment World
Paul Smith - InfoWorld
Don Seay - Network World

FOUR YEARS
Anne McCrory - Computerworld
Emily Jeanne Gaytan - Computerworld
Nancy Jonathans - PC World
Cheryl Brink - PC World
Eric Sheppard - IDG
Irene Ford - IDC U.K.

THREE YEARS
Kathy Skaggs - Infotainment World
Gisle Orlund - IDG Norway
Elizabeth Dougherty - Macworld

TWO YEARS
Kate Collins - PC World
Heide Wolff - PC World
Rebecca Neeley - IMI
Anita Dennis - IMI
Peter Stangel - Multimedia World
Barbara McDonald - Sun World Online
Michael O'Connell - Sun World Online
Charmaine Conui - Infotainment World
Bob Francis - InfoWorld
Adam Gaffin - Network World
Jeff Sacilotto - Macworld

ONE YEAR
Bruce Rayner - Computerworld
Jeffrey Burnett - Computerworld
Julian Milenbach - PC World
Jocelyn Ritchie - PC World
Libby Sandoval - Infotainment World
Silvia Cardinale - IDG Italy
Anneli Boman - IDG Sweden
Christian Boden - IDG Germany
Emma Regester - IDG Media

IDC Runners Raise Funds to Fight Cystic Fibrosis

On Oct. 29, dressed as a baby — wearing only a diaper, bonnet, and running shoes — IDC Copy Editor **Rick Miller** swept the pack to seize first place in the Bill Rodgers 5K Halloween Chase. All proceeds from the race benefit the Cystic Fibrosis Foundation.

On this brisk pre-Halloween evening, 550 runners, including Miller, Senior Analyst **Tom Lahive**, Research Manager **Steve Garone** haunted the streets of the Back Bay.

"I had to run fast because it was so darn cold outside. I was shocked when I came over the finish line and realized that no one was in front of me," Miller commented on his impressive finish. "I must congratulate Tom Lahive, dressed as a buffoon, for inspiring me to run faster. At the beginning of the race I was jogging at a leisurely pace, until Tom said, 'just go win this thing so we can have a beer!' If Tom hadn't coached me I probably would have caught pneumonia."

Marketing Specialist **Bruce Davidson**, who designed the race T-shirt and Marketing Marketing Manager **Chris Whelan** were also on hand for the event.

Kudos also to Marnie Butler, a former IDCer, who, as events coordinator for the Cystic Fibrosis Foundation, arranged the entire event. A fun time was had by all while raising $11,700.

The next running event for all interested IDC employees — The Jingle Bell Run — will be held in December with all monies benefiting the Special Olympics. *Thanks to Tom Lahive and* ***Ellen Julian*** *for this story.*

A CREW FROM IDC TOOK TO THE STREETS OF BOSTON LAST MONTH FOR THE BILL *Rodgers 5K Halloween Chase. Back at 5 Speen Street, the runners and volunteers pose with the official race T-shirts, designed by* ***Bruce Davidson****. (Left to right):* ***Rick Miller****, Davidson,* ***Chris Whelan****,* ***Steve Garone*** *and* ***Tom Lahive****.*

SEPTEMBER PROFIT MARGIN REPORT: COMPUTERWORLD/INFOWORLD

Top Third 1	Computerworld China Computerworld Brazil Computerworld Czech Republic Computerworld Switzerland Computerworld Germany	Computerworld Australia InfoWorld U.S. Computerworld Hungary Computerworld Turkey Computerworld Malaysia
2 Middle Third	Computerworld Sweden Computerworld Italy Computerworld Mexico Computerworld Spain Computerworld Denmark	Computerworld Hong Kong Computerworld New Zealand Computerworld Austria Computerworld France
3 Lower Third	China InfoWorld Computerworld Norway Computerworld Taiwan Computerworld Venezuela Computerworld Argentina	Computerworld U.S. Computerworld Poland Computerworld Bulgaria Computerworld Singapore Corporate Computing (Sweden)

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Accounting Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK

SZÁMÍTÁSTECHNIKA

Computerworld China logged the highest profit margin for September FY95, while ***Computerworld Hungary*** reported the greatest improvement in profit margin for September FY95. The highest year-to-date profit margin was reported by ***CW China***.

CELEBRATING 10

Ricardo de Almeida Gonçalves

HOME: São Paulo, Brazil

JOINED IDG: March 1982 as an advertising sales executive for IDG Brazil.

CURRENT TITLE: Commercial manager, *Connections* magazine.

MOST CHALLENGING PART OF YOUR JOB: Securing and maintaining relationships with new clients. This is also the best part of my job.

LATEST ACCOMPLISHMENT: Learning to speak English.

THE MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK: The fact that our company managed to grow and consolidate in Brazil where the "market reserve" obstructed the growth of the IT sector.

DID YOU THINK YOU'D BE HERE FOR 10 YEARS? No, because I was always very aggressive in defending my ideas and this kind of attitude is not always accepted in companies.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? A lot of flexibility on my part and from my supervisors.

BEST WAY SOMEONE COULD COMPLIMENT YOU ON YOUR WORK: When someone comes to me and says, "You did it!"

WHAT'S THE MOST REWARDING THING YOU'VE EVER DONE, IN THE OFFICE OR OUTSIDE? At work I helped to construct IDG's Brazilian office, and I believe it's better today than it was 10 years ago. Outside of work, I'm still constructing.

IDG CHAIRMAN PAT McGOVERN (RIGHT) AND HIS WIFE LORE *visited São Paulo earlier this fall and dined with* ***Ricardo de Almeida Gonçalves*** *in celebration of his 10th anniversary with IDG Brazil.*

DREAM: That my country can get out of the commonplace situation that it is in today.

WORDS TO LIVE BY: "It was impossible, but those who didn't know that did it."

FIVE PEOPLE YOU'D INVITE TO A DINNER PARTY? I would invite the people in my department who have always helped me.

THE MOST IMPORTANT DECISION YOU HAVE MADE: Moving to São Paulo so that I could have better opportunities.

MANAGER'S PROFILE: "Ricardo has an excellent capacity for selling *Connections* to his clients. He has an acute sense of the publication and is adept at showing clients how it can best meet their needs."

*- **Claudiney A. Santos,** publisher, IDG Brazil*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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IDG TAIWAN RAISES PROFILE AS CO-HOST AND EXHIBITOR AT TAIPEI NOTEBOOK SHOW
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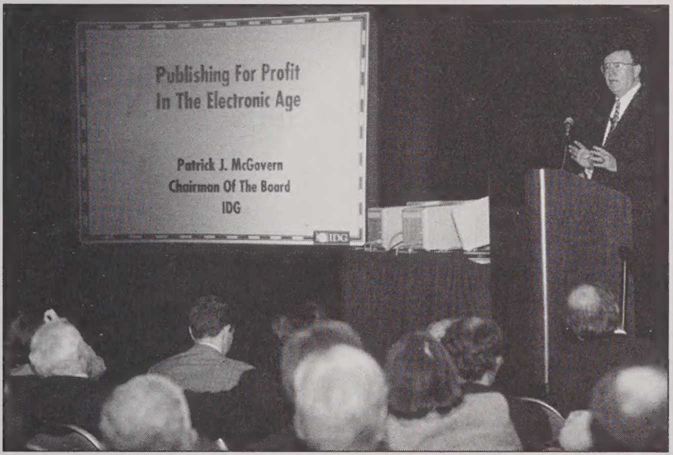
WORLD EXPO ASIA TEAMS UP WITH IDG SINGAPORE TO BRING ISS TO ASIA
PAGE 4

IDG'S INTERACTIVE SERVICES GROUP DEVELOPS NEW MODEL FOR ONLINE COMMUNICATIONS
PAGE 5

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

McGovern Shares Online Publishing Vision at Folio



ONLINE PUBLISHING IS HERE AND THE TIME TO PROFIT IS NOW, *IDG Chairman* ***Pat McGovern*** *tells attendees at last month's Folio Show in New York.*

Addressing an audience of more than 450 top publishing executives at last month's Folio Show in New York, IDG Chairman **Pat McGovern** outlined his vision for publishing successfully in online environments. McGovern, who delivered the keynote address, told attendees, "the new medium is here, and the time to profit is now."

McGovern outlined what he called the "reader-centric" model of electronic publishing. "The real opportunity of publishing in the digital age is to enable readers to get more of the information they want with less time and effort, to communicate with other readers who share their specific interests, and to complete transactions," McGovern stated.

Publishers who seize this opportunity, he argued, can in turn attract marketers for whom the online environment offers a unique set of communications — and transactions — capabilities.

McGovern noted that IDG's print publications, including

•CONTINUED PAGE 5•

FCW Edges Ahead of Closest Competitor

AT AN IN-HOUSE CELEBRATION LAST MONTH FCW EMPLOYEES *were honored for their contributions to making FY95 a banner year. Above, some of the staff joins in a toast (left to right): Production Manager* ***Susan Miller****; Managing Editor* ***Joanne Connelly****; Contributing Editor* ***Brian Robinson****; Circulation and Production Director* ***Agnes Vanek****; FCW President* ***Edie Holmes****; Executive Vice President and COO* ***Randee Rubin****; Editor-in-Chief* ***Anne Armstrong****; District Sales Manager* ***Arlene Braithwaite****; Copy Editor* ***Wendy McClure*** *and Associate Art Director* ***Vicki Martin****.*

The staff of *Federal Computer Week* had more than enough reason to celebrate during a party last month at the FCW Group headquarters in Falls Church, Va. For the first time in its nine-year history, *Federal Computer Week* had captured a lead over its fiercest competitor, *Government Computer News*, finishing FY95 with a 51% market share.

The 5% jump in market share from FY94 is the result of a three-pronged effort to establish greater market presence through editorial excellence, partnerships with major customers and an increase in federal circulation.

In June, *FCW*'s controlled circulation was increased to 71,000 and plans for another increase at the end of this month

•CONTINUED PAGE 6•

IN BRIEF

IDG Taiwan Co-hosts Taipei Notebook Show

大衆電腦股份有限公司
OSCAR

IDG TAIWAN AND THE INSTITUTE OF INFORMATION INDUSTRY *recently co-hosted a notebook show in Taipei. The five-day show not only helped to raise the profile of IDG Taiwan in the local market, but it also served as an excellent opportunity for the company to sign up new subscribers and boost sales of its computer books. Above (from left): K. T. Lee, founder of Taiwan Information Industry and senior consultant to the president; Flora Hwang, director of the Information Science & Technology Exhibition Center; and* ***Jack Wang****, chairman and CEO of IDG Taiwan, listen as an exhibitor describes his company's latest offering.*

SHORT TAKES

Computerworld launched the beta site for its online service, @*Computerworld*, on Nov. 6. It was rolled out to about 200 selected *CW* readers who will offer feedback about content and graphic design. According to Editor/ Electronic Media **Bill Brandel**, the official launch is scheduled for Jan. 8, 1996. Six staff members have joined Brandel in Framingham, while **Val Landi**, publisher of *CW*'s Electronic Media Group, is based in the IDG office in San Francisco.

■ ■ ■ ■ ■ ■ ■ ■ ■ ■ ■

IDG World Expo in Europe has been restructured. Vice President of European Operations **Gunnar Küchler** has started his own company under the name GKP. In an arrangement similar to IDG's tie to MHA Event Management (formerly Mitch Hall Associates) in the U.S., Küchler has signed a management contract with IDG for next year's Macworld Expo/Frankfurt and ComNet Prague. The new address for the company is:

IDG WEC c/o GKP
Rheinstrasse 30
D-80803 Munich, Germany

Phone, fax and E-mail remain the same.

CD Solutions Releases Second Title on Internet Use

CD Solutions, Inc. released a CD-ROM product last month with interactive links to the Internet that educates people in small and home-based companies on how to use the Internet to increase business and enhance profits.

Using the Internet for Profit is the first product of its kind aimed at this market, said **Paul Earl**, president of CD Solutions. "While people may have access to the Internet, surveys show they don't necessarily know how to use it to their financial advantage. CD-ROM is an exceptionally powerful medium for teaching because it doesn't require a lot of time or money, and it's available when the user wants it."

The CD title provides instruction on getting connected, creating a presence on the Internet, tools of the trade, case studies of successful ways businesses are using the 'net and a resource center with Internet-related information and software tools.

Using the Internet for Profit retails for $29.95 and is the second title in the CD Solutions Library. *The Internet for Everybody*, released earlier this year, has sold more than 110,000 copies.

IDG business units interested in purchasing the disc at a discount for use as a premium should contact ***Colleen Hurley*** *at tel: 508-820-8634 or E-mail cvhurley@aol.com.*

Macwelt Presents '95 Product Awards at Macworld/Frankfurt

MACWELT ASSOCIATE PUBLISHER AND EDITOR-IN-CHIEF ***Stephan Scherzer*** *(left) hands out one of the magazine's annual product awards to Srini Nageshwar of Iomega. The dinner honoring the most innovative and user-friendly products and technologies of the year took place last month during Macworld Expo/Frankfurt. This year's show, organized by IDG World Expo/Europe, drew 33,695 visitors and 380 companies on 150,000 square feet of exhibit space.*

ON LINE

ROB GARRETSON

The editor-in-chief of the IDG News Service is this week's guest columnist. Part I appeared last week.

Q Is the IDG News Service doing anything to respond to the online daily news that Ziff-Davis and CMP have on ZiffNet and Tech Web, respectively?

A Not directly, but we're now working with several IDG publishing units to provide them with a daily feed of tightly focused IT news from around the world. As a shared editorial resource for all of IDG's publishing units and affiliates, our role is to supply raw material — in the form of news stories, features, commentary (and eventually photos and graphics) — while the individual publications identify and serve communities of readers. Our daily news feed is more comprehensive and global than anything Ziff or CMP offers online, and we'll be supplying it to several of IDG's online services. *Computerworld*'s electronic edition, *@Computerworld*, will be posting daily news from its own staff reporters as well as the IDG News Service, as will *InfoWorld Electric* and possibly *PC World Online* in the future. Though none of these online services will be posting the entire News Service feed (averaging more than 350 stories per week), collectively they should provide a healthy diet of daily information and are all accessible from the IDG home page on the World Wide Web at http:\\www.idg.com. One possible response to the more centralized online presences of Ziff and CMP might be to provide more extensive hyperlinks among the content on all the IDG sites — a search mechanism that allows readers to search across all the individual IDG sites and/or allows more content sharing among the electronic publications, which I understand is currently under discussion.

I've seen stories from the IDG News Service on at least two IDG Web sites (IDG's home page, *InfoWorld Electric*). How can IDG publications use content from the News Service in online services and on WWW sites, when those services are available globally to virtually anyone with a computer? Doesn't that diminish the value of this "exclusive" feed, since readers can just take the news stories off the 'net directly?

The News Service is supplying news stories to several IDG online publications carried on the Internet's World Wide Web, but those publications are targeted at their existing domestic audiences, rather than the entire worldwide community of Internet users. The newly developed Web site of our Irish affiliate filters the IP addresses of potential readers to limit access to users from Ireland only. *InfoWorld Electric* requires readers to enter a code from the mailing label of their hard-copy of *InfoWorld*, ensuring that only qualified *InfoWorld* readers can join their new electronic community.

In addition to limiting electronic distribution of News Service content to domestically targeted online publications, we're also providing print publications the right to embargo News Service stories that they intend to print from the online service operating in their domestic market. This is only likely to come into play in the U.S. and other markets in which multiple IDG publishing units share the News Service feed, but it's an important mechanism to preserve the exclusivity of our news to the print publications that finance us.

What is the News Service doing to serve the growing number of consumer-oriented publications such as *GamePro*, and *Electronic Entertainment*?

The News Service was originally created, and is still organized, to serve the needs of IT weeklies and monthlies, most of which are targeted at professional and business computer buyers and users. Yet an increasing number of consumer-oriented titles are being launched or licensed around the world, so the News Service is attempting to broaden its coverage to keep in step. In addition to trying to get content from the existing titles up on the News Service wire, our correspondents are covering more consumer-oriented products, technologies and events than we have in the past. We'll be covering CES (the Consumer Electronics Show), E^3 (Electronic Entertainment Expo) and other multimedia events, both to serve the growing stable of consumer titles and the increasing interest in lower-end technologies from the business IT titles. More of our traditional IT publications are covering the small office/home office and consumer markets, and we have to expand our coverage accordingly.

The bulk of the News Service coverage will remain focused on the business and professional IT marketplace, but as the News Service continues to grow, we'll keep expanding our repertoire.

What are the News Service's plans to distribute photographs and graphics electronically?

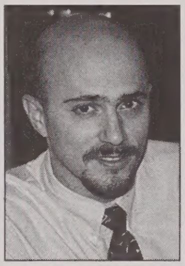
We will be making images available electronically, but how soon is an open question. We have a working prototype of an image database that can store photographs and graphics files linked to specific stories in the News Service database, but there remain a myriad of logistical and technical details to iron out before implementing this system on a large scale. The most important factor to be worked out is cost. Not only must we develop cost-effective methods for transmitting images to IDG editors around the world, but we're also trying to implement a system that would allow editors to quickly and easily preview the images before they decide to spend the time and money to receive the original source file. The other major challenge is developing a cost- and time-efficient method for gathering photos and graphics — both from the publications that contribute content to the News Service and from our remote bureaus around the world.

We are working hard to develop this system and expect to have something that can be beta tested at selected IDG sites early next year.

IDC Staff Honored with Excellence Awards

IDC recently recognized five outstanding employees for their performances during the fourth quarter of FY95. IDC's U.S. staff nominates colleagues; winners are chosen by a five-member committee. Excerpts from their nominations appear below.

BUSINESS DEVELOPMENT - TOM LAHIVE



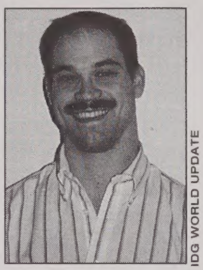
LAHIVE

IDG WORLD UPDATE

Tom, a senior research analyst, dramatically expanded the Storage Program in a number of ways. His work with the sales force on sales calls, teleconferences and customer service meetings produced more than $100,000 in CIS business during the past year. He was also instrumental in the Storage Program's acquisition of the Storage Dimension contract. In addition, he co-authored the Worldwide Hard Disk Drive and Redundant Array of Independent Disks Storage Subsystem Market Review and Forecast, which is expected to expand CIS sales.

QUALITY - JOE LOISELLE

Joe, a research analyst, maintained the PC Pricing Services specification and pricing database and ensured its timely delivery. He accomplished this despite vague marketing material and inconsistent pricing, and his work has allowed clients to use the database with confidence when making critical decisions about price and product positioning.



LOISELLE

IDG WORLD UPDATE

QUALITY - RONA SHUCHAT

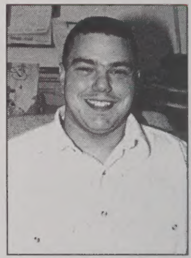
SHUCHAT

IDG WORLD UPDATE

During her first few months as a senior research analyst at LINK Resources, Rona's attention to the quality of her reports, bulletins and inquiries has led to a significant increase in new and renewed CIS business for the Mass Market Telecommunications Program. In addition, the quality of her research has led to several very large consulting RFPs, such as ATM Forum and Unisys.

SERVICE - RICKY FINLAY

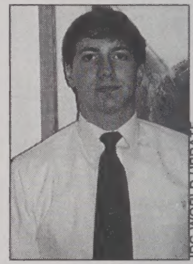
Ricky, the copy center operator for IDC, has consistently shown his dedication and inclination to help others even if the task is not directly related to his job. He has become involved in several company-wide projects such as the security task force and the HR Council. In addition, his quick turnover time for copies and his willingness to do special projects have proven invaluable to IDC.



FINLAY

IDG WORLD UPDATE

SERVICE - TIM BOURGEOUIS



BOURGEOUIS

IDG WORLD UPDATE

Tim, a research analyst in the Services Group, has earned clients' praises for his readiness to go the extra mile. His in-depth report on the IT-related services offered by the "Big 6" management consulting practices was well-received by the industry and has been called far superior to similar reports offered by competitors. In addition, Tim's ability to work with other employees and willingness to share his knowledge has increased the cohesiveness of his team.

Information Superhighway Summit to Debut in Asia

World Expo Asia and IDG Singapore team up to bring the ISS to Singapore next fall.

A collaboration between World Expo Asia and IDG Singapore will result in Asia's first Information Superhighway Summit next fall. The four-day conference and exposition is scheduled for Sept. 2-5, 1996 at the Raffles Convention Center.

In Asia, where show endorsement by influential organizations is crucial to the success of an event, the ISS Asia will be hosted by Singapore's National Computer Board — a powerful government entity responsible for IT planning, design and coordination, as well as international collaboration and the creation of an Asia/Pacific information infrastructure. The Telecom Authority of Singapore and the IEEE have endorsed the show and additional support is being cultivated.

With the exposition segment of the event resembling ComNet, ISS Asia will focus on the issues surrounding communication and networking technologies, online services, telecommunications and wireless equipment. The LiveNet and Wireless Pavilions and the ComNet New Product Awards round out the agenda for this first high-level regional forum for senior IT professionals.

"This project will, to a certain extent, greatly enhance IDG's image as the most prominent and influential information services company in Asia," said **Gary Fung**, vice president, World Expo Asia. "We hope to attract the attention and participation of the most senior executives in the IT industry who generate significant advertising revenues."

In that vein, World Expo Asia and IDG Singapore would like to enlist the support of IDG business units around the world in producing the show, securing speakers and publicity. All supporting publications and business units will receive free invitations to the ISS, free exhibition space and acknowledgement in relevant promotional materials.

For more information contact Gary Fung at BusinessTalk: G.Fung or Rosalynn Chua at BTalk :R.Chua.

IDG Job Opportunities Update
Monday November 20, 1995

SWITCHBOARD OPERATOR (CW)
Computerworld's Telecom department is looking for an experienced switchboard operator. The ideal candidate will be able to handle fast-paced, multi-line Rolm switchboard. Excellent communication skills and a friendly, customer service attitude a must.

DIRECTOR OF TELEMARKETING (CW)
The ideal candidate will manage all inbound and outbound telemarketing activities of the call center. This individual will direct strategic and tactical growth of the department with emphasis on customer service, quality assurance and agent motivation. Other responsibilities include managing and directing inbound agents, outbound survey phoners and console operators. We are seeking a team player with excellent organization and communication skills who works successfully in a fast-paced environment.

RESEARCH MANAGER (IDC)
This position requires the following skills: excellent writing , solid presentations, and some sales capability. His or her knowledge should include: mainframe DASD (products and vendors), open systems storage, residual value methodologies, and current fair value assessments. Experience should include computer leasing, vendor negotiations, and technology selection. Education should include a degrees in computer science, finance, or electrical engineering.

MARKETING SPECIALIST, Corporate (IDC)
We are seeking a dynamic individual who possesses strong organizational, communication, promotional writing, desktop publishing and project management skills. Will develop and disseminate marketing and sales collateral in conjunction with IDC's group marketing managers. Will also manage and support the development and execution of conferences, breakfast briefings, trade shows and other events. (ComNet, Interop, Network World 500). Requires three years experience in marketing with complete working knowledge of Quark, Delta Graph and Persuasion.

MARKETING SPECIALIST, Consulting (IDC)
This position, reporting to the Consulting Production Manager, will include the full range of tasks and responsibilities involved in the design and production of consulting deliverables, including reports, presentations, and special projects. The ideal candidate will have 2-3 years experience in various desktop publishing and production applications, including QuarkZPress, Persuasion, PowerPoint, Microsoft Word, and Illustrator, and be able to work on several projects simultaneously in a self-directed manner.

MANAGER, NATIONAL ACCOUNTS (IDG)
This is a sales position responsible for the management and coordination of contracts with IDG's fastest growing accounts. In this position, your objective is to expand IDG advertising revenues within targeted growth accounts and build awareness of IDG's expansive resources. Ideal candidate will have 2-3 years inside sales experience in high-tech publishing or high-tech marketing/sales. Essential skills include strong interpersonal communications, self motivation and teamwork skills. Travel required.

IDG Job Opportunities Update
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ADMINISTRATIVE ASSISTANT, Production (IDG/B)
Requires a person with publishing background to provide administrative support to the Director of Production. Must be computer literate on Macintosh platform with thorough knowledge of FilemakerPro, MS Word, MS Excel, QuarkXpress, Pagemaker, Adobe Illustrator, Adobe Photoshop. Prior administrative experience required.

CUSTOMER SERVICE REPRESENTATIVE, Circulation, Part-Time (IFTW)
The ideal candidate will be responsible for subscription and newsstand customer service for two national magazines. Duties will include phone and written communication with customers as well as follow-up with multiple vendors. Must have excellent communication and Macintosh experience with proficiency in MS Word. Strong organizational skills and excellent follow-up are also required. Flexible 25 hour/week schedule.

TEST DEVELOPER, Communications Team (IFW)
The Test Developer will produce local-area network tests for the Test Center. Opportunity to "play" with a wide variety of hardware & software. Must have technical knowledge of email packages, modems, cellular devices, remote access products, data communications software, on-line services and other communications products.

EDITOR, Enterprise Team (IFW)
A talented individual with writing skills and experience integrating networked systems/applications to join a highly visible team in our Test Labs. Must be able to work with mixed network topologies, multiple network operating systems, e-mail products and gateways, routers, etc. NetWare and Unix experience a must. Programming and database skills a plus.

IS MANAGER (IFW)
The IS Manager is responsible for managing a team of 2-4 systems support staff providing reliable and stable server/gateway/network operations to the business. Successful applicants will have 5+ years previous experience supporting firms of at least 200 employees in a mixed Intel and Macintosh client environment with Novell Netware, UNIX, OS/2, and Lotus Notes servers. Experience managing Email gateways to a variety of external sources is a plus. Excellent communication and planning skills are a must. Occasional weekend work is required.

SALES ASSOCIATE, Part-time (IFW)
The Sales Associate will handle the weekly closing of display edition, interaction with clients via telephone, database management, and general sales administrative support. The environment is fast paced, and requires superb attention to detail, excellent phone skills, strong organizational skills, and a positive client-service attitude. Publishing, advertising, or a high-tech background are a plus. Computer literacy a must.

IDG Job Opportunities Update
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IS/WEB SITE ASSISTANT (NW)
Network World is looking for a candidate to fill a position that will cross two departments, the IS department and our on-line group. Responsibilities include helping support and maintain our Web Site by responding to e-mails; performing some trainable HTML formatting and file maintenance; and supporting the creation of advertiser materials. Other duties include archiving and general support to the IS department. Qualified candidates will have an understanding of computers and on-line technology with solid experience using word processing and Excel spreadsheets.

FACT CHECKER (PCW)
Verify product and company information, prices, and other factual information as specified. Work with editors to resolve factual discrepancies, maintain accurate records and list of industry contacts, compile monthly products featured in editorial. Must have professional phone manner, excellent communications skills, ability to handle multiple tasks and deadlines, and experience on the PC using word, excel, and on-line services.

EDITORIAL ASSISTANT (PCW/MMW)
Responsible for product acquisition for testing; tracking products through the testing process and returning products to vendors. Assist the Test Director and Associate Reviews Editor with product testing and will have the opportunity to write short news and reviews items. Should have a college degree in Journalism or equivalent work experience, internship or freelance experience with magazines or daily newspapers, and seek a career in editorial. Good organizational skills a must. Experience with PC computers and multimedia a plus.

ASSOCIATE EDITOR, REVIEWS (PCW/MMW)
Manage all multi-product reviews, features and the Q&A help section which includes the development of story proposals, making assignments, ensuring deadlines are met and editing copy. Develop all complementary art concepts, tables, infographics, captions and headlines, ensure all elements work together to enhance the story. Assign articles to freelance and in-house staff, writing articles as necessary. Coordinate and manage product testing, supervise two editorial staff. Must be able to deliver first rate, publishable manuscripts, on-time. Should have three years or more experience in computer journalism and product testing. Staff and section management experience desirable. Extensive technical knowledge of multimedia and computer products is a must. Industry contacts a plus.

ASSOCIATE EDITOR, NEWS (PCW/MMW)
Responsible for managing the news and title reviews sections, develop and maintain relationships with multimedia title vendors and ensure a timely coverage of a diverse selection of title reviews based on beta and shrink-wrapped products. Assign and edit all title reviews, write lead reviews, and ensure lively accurate writing by freelancers and staff writers. Develop news articles, assign and edit them and deliver on-time first rate publishable manuscripts. Three years experience in computer journalism with extensive multimedia industry contracts. Ability to rapidly prioritize and select products for coverage, accurate, timely product coverage is essential. Technical acumen a plus.

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone	Fax
CC	Managing Editor, Computer Currents	Emeryville, CA	R.Luhn	(510)547-6800	(510)547-4613
CCI	Ancillary Products Administrator	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Graphics & Art Director	Cambridge, MA	J. Engel	(603)924-7271	(603)924-7013
CCI	Executive Editor	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Manufacturing/Production Expert	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Director	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Sales	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Account Executive	Fairfield, NJ	A. Jones	(508)935-4315	(508)935-4600
CIO	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CW	Switchboard Operator	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Director of Telemarketing	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Executive Assistant	Framingham, MA	C. Chupka	(508)820-8162	(508)879-3760
CW	Sales Assistant	Framingham, MA	C.Chupka	(508)820-8162	(508)879-3760
CW	Sales Associate, Client Server Journal	Burlingame, CA	L. Lehane	(415)347-0555	(415)347-8312
CW	Office Services Administrator	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Receptionist	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Sales Associate	San Francisco, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Graphic Designer	Framingham, MA	T.O'Connor	(508)820-8566	(508)879-3760
CW	Junior Designer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Senior Editor, Management and Storage	Framingham, MA	M.Johnson	(508)879-0700	(508)875-8931
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714	(508)875-8931
CW	Telecommunications Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Technician	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Notes Developer	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Programmer / Analyst	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CWDD	Marketing Database Specialist	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
FCW	Administrative Assistant	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
FCW	Production Manager	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
FCW	Senior Technical Analyst	Falls Church, VA	M. Koethe	(508)935-4531	(508)935-4600
IDC	Marketing Specialist, Corporate	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Marketing Specialist, Consulting	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Manager, LPS	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Sales Support Coordinator	Iselin, NJ	E. Martin	(508)935-4649	(508)935-4610
IDC	Office Manager/HR Liaison	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	Administrative Assistant, Marketing	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	P/T Library Clerk	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	P/T Library Clerk	Mt. View, CA	E. Martin	(508)935-4649	(508)935-4610
IDC	Electronic Products Operations Mgr	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Proofreader	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Assistant, (PT)	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Analyst	London, England	S.Frankle	(508)935-4132	(508)935-4610
IDC	Communications Consulting Manager	Framingham. MA	S.Brown	(508)935-4099	(508)935-4600
IDC	Manager, PC Distribution Channels	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Director, UNIX	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Senior Industry Analyst, Networking	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Senior Industry Analyst, Software	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Analyst, Personal Systems	Mt. View	D. Miller	(508)935-4133	(508)935-4610
IDC	Account Executive	Mt. View, CA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Account Executive	New York, NY	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Sales Assistant (PT)	Austin, TX	E. Martin	(508)935-4649	(508)935-4610
IDC	IS Training Specialist	Framingham, MA	S.Brown	(508)935-4099	(508)935-4600
IDC	Research Manager, Unix & Server OS	Framingham / Mt. View	D. Miller	(508)935-4133	(508)935-4610
IDC/LINK	Librarian	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Senior Research Analyst	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Research Analyst	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDG	Data Entry Clerk	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone	Fax
IDG	Sales Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)879-9519
IDG	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4514	(508)935-4600
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4099	(508)935-4600
IDG	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	IS Consultant	San Francisco/San Mate	P. Fowler	(508)935-4796	(508)935-4600
IDG/B	Receptionist	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Administrative Assistant, Production	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Assistant	Chicago, IL	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Editor, Software	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Software Acquisitions Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Associate Publisher	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Cost Accountant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Staff Accountant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Manager, New Business Development	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Public Relations	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Direct Account Representative	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/CSC	Executive Assistant	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Manager, Financial Planning	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/IMS	International Account Manager	Framingham, MA	P. Fowler	(508935-4796	(508)935-4600
IDG/MSD	Manager, National Accounts	Stamford, CT	P.Fowler	(508)935-4796	(508)935-4600
IDG/MSD	Business Manager	San Francisco, CA	P.Fowler	(508)935-4796	(508)935-4600
IDG/MSD	Public Relations Manager	San Francisco, CA	P.Fowler	(508935-4796	(508)935-4600
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/Newsletter	Fulfillment Coordinator (PT)	Boston, MA	L. Connolly	(508)935-4791	(508)935-4600
IDG/Rsch	Research Assistant	San Francisco, CA	A. Jones	(508)935-4315	(508)935-4600
IFTW	Customer Service Rep, Circulation	San Francisco, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Show Daily Editor	San Francisco, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Copy Editor, E2	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Book Editor	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Publisher, E2	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Expo Manager	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Account Executive, E2 On-Line	San Mateo, CA	J. Shepherd	(415)286-2530	(415)349-5279
IFW	Test Developer, Communications	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Sales Associate, PT	Framingham, MA	E.Aronowitz	(415)312-0673	(415)312-0668
IFW	Editor, Enterprise Team	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	IS Manager	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IFW	Reporter - Hardware	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668

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Division	Title	Location	Contact Mgr.	Phone	Fax
IFW	Department Editor - Networking	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Assoc/Senior Editor - Desktop Systems	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Section Editor / Hardware	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Test Developer, LAN Team	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Tech Analyst, Enterprise Team	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668
IFW	Event Coordinator	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Media Research Analyst	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Registration Manager	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Account Exec / Inside Partner	NJ	D. Vieraitis	(415)312-0566	(415)312-0558
IFW	Programmer Analyst	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IMI NV	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)978-3306	(415)267-1732
ISG	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Digital Production Artist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Information Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
IVI	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
IVI	Research Director	Falls Church, VA	M.Koethe	(508)935-4531	(508)935-4600
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176	(415)442-0766
MAC	Circulation Coordinator	San Francisco, CA	A. Beitia	(415)974-7468	(415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)442-0766
MAC	National Accounts Manager	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	Online Sales Manager	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MHA	Sales Account Manager	Norwood, MA	K. Quilligan	(617)440-2724	(617)440-0300
NW	IS/Web Site Assistant	Framingham, MA	M. Cornetta	(508)820-7474	(508)820-3340
NW	Mailroom Assistant	Framingham, MA	D.Volpe	(508)820-7472	(508)820-3340
NW	Sales Assistant	Sunnyvale, CA	C. Stiglic	(415)541-8630	(508)820-3340
NW	Graphic Designer	Framingham, MA	M. Cornetta	(508)820-7474	(508)820-3340
NW	Senior Writer	Framingham, MA	M. Cornetta	(508)820-7474	(508)820-3340
NW	Copy Editor	Framingham, MA	D.Volpe	(508)820-7472	(508)820-3340
NW	Editorial Assistant (P/T)	Washington, DC	D.Volpe	(508)820-7472	(508)820-3340
NW	Public Relations Manager	Framingham, MA	M. Cornetta	(508)820-7474	(508)820-3340
NW	Associate Layout Editor	Framingham, MA	D.Volpe	(508)820-7472	(508)820-3340
PCW	Fact Checker	San Francisco, CA	A.Kandra	(415)978-3302	(415)442-1891
PCW	Administrative Assistant	San Francisco, CA	H.Martin-Mayer	(415)978-3302	(415)442-1891
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Executive Editor	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW	Senior, Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640	(415)442-1891
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205	(415)974-7316
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250	(415)442-1891
PCW	Director, Business Development & Planning	San Francisco, CA	T.Gewecke	(415)978-3153	(415)442-1891
PCW	Director of Sales, Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Account Manager	Chicago, Il	B.Carrigan	(415)978-7405	(415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	(415)974-7405	(415)442-1891
PCW/MMW	Editorial Assistant	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	Associate Editor, Reviews	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	Associate Editor, News	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891

MA Job Hotline (508)935-4406
CA Job Hotline (415)978-3100

All Sales, Marketing and Research Professionals are invited to the

IDG IT MARKET INTELLIGENCE BRIEFING SESSIONS

Gain insight into current IT market trends and vendor strategies from IDC industry experts and learn how you can use this new information to your advantage. Once again, Martha Stephens, VP of Human Resources, and Don Best, IDC's Group VP of Sales, have teamed up to provide IDG employees with critical market information.

Session Overview:

The strategies of key vendors competing in the enterprise and desktop markets will be examined. The focus will be on the strengths, weaknesses, threats and opportunities of key competitors in the areas detailed below. A special "Hot Topics" segment will cover the Internet, Multimedia, and Wireless Computing trends and applications.

Enterprise
- Systems (PC's, servers, storage)
- Software (tools, database, applications)
- Networks (LAN's, WAN's, services, equipment)

Desktop
- Hardware (PC's notebooks, printers, PDA's)
- Software (applications, OS, workgroups)

Hot Topics
- Internet
- Multimedia
- Wireless Computing

Managers Workshop

A Managers Workshop featuring the IDC experts will be held over lunch to discuss ways to leverage market knowledge within IDG. Don Best from IDC and an expert from MSD will share "success" stories highlighting comprehensive marketing plans with key clients.

Program Dates:

East Coast: **Thursday, January 11, Doubletree Guest Suites Hotel, Waltham, MA**
West Coast: **Thursday, January 18, Westin St. Francis Hotel, San Francisco, CA**

Sessions run from 8:30 am - 5:00 pm and include lunch

Program Fee:

A fee of $150 per participant will be charged to cover speaker fees and travel expenses.

Registration:

To register, please fill out the form on the back of this page and return it to Liz McGill, IDG Human Resources as soon as possible, as space is limited. Registration deadline is December 18, 1995.

Please call Liz McGill at (508) 935-4514 with any questions, feedback or registration information.

Please copy this form for multiple registrations

IDG Market Intelligence Briefing Session
Registration Form

Name:____

Title:____

Company:______________________________________

Phone & Fax:____________________________________

Email/Internet Address:_____________________________

Manager:______________________________________

Account Number (for chargebacks)________________________

please check one:

______January 11, 1996, Waltham ______January 18, San Francisco

Space is limited. Please return your registration form immediately to guarantee enrollment. Confirmations and agenda will be mailed to all enrollees.
Registration Deadline: December 18, 1995

Please fax/email/mail to Liz McGill, IDG.
Phone: (508) 935-4514 Fax: (508) 935-4600
cc:mail: mcgill, liz Btalk: l.mcgill Internet: liz_mcgill@idg.com

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IDG Market Intelligence Briefing Session
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cc:mail: mcgill, liz Btalk: l.mcgill Internet: liz_mcgill@idg.com

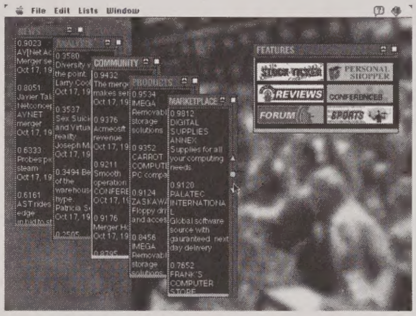
IDG's Online Model Stresses Brand Identity

One of IDG's newest U.S. business units, Interactive Services Group, has been hard at work developing a new model for the world of online communications. In conjunction with IDG Chairman **Pat McGovern**'s keynote at last month's Folio show in New York, Interactive Services Group President and CEO **Tom Morgan** offered the audience a glimpse of IDG's vision for the future of online publishing.

Morgan was quick to point out that he was not making a product announcement — the components he demonstrated will not even be in use for another year or two — rather his presentation was designed to show where IDG would be interactively by mid-1997.

The key differentiator in IDG's model is that the online publications are viewed as an extension of the print version, not as a new business. "As such," noted Morgan, "we place our brands up front, rather than subsume them under a corporate IDG logo as do many of our competitors."

During his presentation, Morgan profiled a typical user scenario in which an IS manager in a Fortune 1000 company is alerted via IDC research to a pending merger of two fictitious companies — AV/Net and Acmesoft. The manager is interested in hearing comments from industry experts on the implications of this merger. These comments, which will appear under the "Analysis" palette, will be custom-tailored based on the manager's user profile.



THE SCREEN SHOT ABOVE DEPICTS *ISG's vision of a two-part Web site. The box on the right represents a traditional Web site, which is a reactive environment. The five palettes on the left are proactive and represent the five key areas — News, Features, Community, Vendors and Marketplace — tailored to the user's individual profile. The profile is continuously updated based on the user's sessions and information search returns.*

Under this model, the user may also download demo software and even talk to a telemarketer, who, having been granted permission to access the user's profile, tailors the request for product information to the user's corporate site information.

The premise is that the strength of the Web is digital direct response, so the value to advertisers is the receipt of highly qualified leads. This also represents a new rate card opportunity for publishers, Morgan noted.

IDG CAPTURES SIX FOLIO AWARDS

IDG publications were represented in each of the three segments of Folio's "Celebration of Excellence" awards dinner last month in New York City.

OZZIE AWARDS FOR DESIGN EXCELLENCE
CIO
Gold: Best Supplement, Annual or One-Shot Trade (*WebMaster*, June/July 1995)

Silver: Best Supplement, Annual or One-Shot Trade (*CIO*, Aug. 1994)

Silver: Best Table of Contents Consumer/Trade (*CIO*, April 1, 1995)

InfoWorld
Gold: Best Redesign/Trade, Over 35,000 Circ.

CIRCULATION DIRECT MARKETING AWARDS
Computerworld
Gold: Alternate Source Promotions (a card-in-the-box promotion with IBM OS/2)
Circulation Promotion Manager Faith Marcello, Vice President/Consumer Marketing Gail Odeneal and Art Director Paula Foss

EDITORIAL EXCELLENCE AWARDS
Trade/Government:
Federal Computer Week

FOLIO
continued from page 1

such well known brands as *Computerworld*, *InfoWorld*, *Macworld*, *Network World* and *PC World*, are poised to fill the promise of the "reader-centric" model online.

"The power of these brands lies in the relationships between the publications and their particular readers," he said. "The online environment provides the opportunity to continue to strengthen these relationships and create even more complete communities of interest."

Publisher profitability

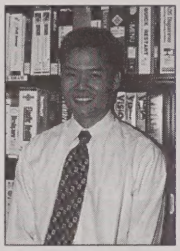
McGovern's message was timely for publishers who are increasingly questioning when, if ever, digital media will produce profits.

In the reader-centric model, McGovern stated, the electronic display advertising — primarily banners and links — that currently makes up most online revenue streams will not go away, but the new model will create "new opportunities for electronic relationship marketing by linking customers and vendors in a variety of ways, including discussion forums, electronic inquiry generation, product demonstrations, hyperleads that instantly communicate customer interest, and more."

To make these linkages happen, the publisher must focus first on the reader — saving him time and effort, enriching his communications with others interested in the same information, and enabling him to act on that information.

NOTEWORTHY

PROMOTIONS


CHIN

Oliver Chin, formerly marketing analyst for *Multimedia World*, has been promoted to marketing manager. Oliver joined the publication in April, after serving as a management intern at *PC World*. "In just a short while, Oliver proved himself to be an integral part of *Multimedia World*'s marketing team, producing market analysis for management while providing the sales staff with packaged research and presentation materials," said Associate Publisher **Mark Taussig**.

NEW EMPLOYEES

Robin Manning is an assistant designer/infographics for *PC World*. A graduate of the University of California/Berkeley with a BA in mass communications, Robin worked previously as a designer for *MacHome Journal* and enjoys tennis, hiking and movies.

Annie Celada is a sales assistant for *Publish*. Previously an administrative assistant for the Transpacific Development Company, Annie earned a BA in mass communications from California State University/Hayward. When not hard at work, Annie is involved in an alumni group and serves as an advisor for the Alphi Phi Sorority.

Peter Halliday is the NetDraw product manager for *Network World*. Most recently senior product manager/sequencing products at Carewalk Music Software, Peter has a BA in computer science from Rhode Island College. He also spent two years at the Berklee College of Music where he majored in music synthesis. Music, tennis and travel are among his favorite outside pursuits.

After having worked as a temp in *Macworld*'s finance department for the past four months, **Phillip Hibbert** has joined the company full-time as an associate research analyst. Phillip has a BA in quantitative economics from Stanford University and enjoys sports, reading and crossword puzzles.

Charles Hamm has signed on as a mail clerk at IDC. Charles has completed two years at Mass Bay Community College and lists sports and music as his outside interests.

Sean Kaldor is program manager for the Worldwide Quarterly PC Tracking Service, IDC's new continuous information service. Most recently strategic market planning manager for AT&T Global Information Solutions, Sean earned a BS in business and marketing from Indiana University.

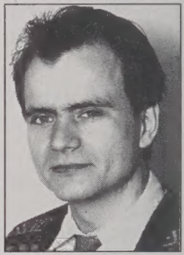
Federal Computer Week has hired **Daniel Arnold** as a district sales manager. Before joining *FCW*, Daniel was VP/sales for *Maritime Reporter* and *Engineering News*. He received a BA in business from Marist College.

TRANSFERS

Previously account representative for *PC World*, **Leslie Piper** has joined *InfoWorld* as an InfoMarket account manager. Leslie has a BA in communications from California State University/Fullerton and enjoys running and hiking.

Tish Lehane, formerly *Computerworld*'s West Coast operations manager, is now the company's West Coast Human Resources representative. Tish is no stranger to the HR department, having served as HR liaison during her three-and-a-half-year stint as operations manager. "We are extremely pleased to be able to offer our remote offices dedicated HR support and feel that Tish's close involvement with our sales team over the last few years will be an asset in her new role," said *CW* VP/Human Resources **Susan Perry**. Tish will work out of the Burlingame, Calif., office.

ETCETERA


BAHENSKY

Zbysek Bahensky, editor-in-chief of the Czech edition of *Computerworld*, was named the best IT journalist in the Czech Republic in 1995. The award was made during the Invex Computer '95 Fair in Brno, Czech Republic last month.

Zbysek earned the honor for his professional abilities and for his continuousefforts to improve the publication. He has been with IDG Czech and Slovak Republics since May 1991 and was named editor-in-chief of *Computerworld* in May 1992.

FEDERAL COMPUTER WEEK

continued from page 1

will put the total circulation at 75,000. This figure marks a 36% increase over the past seven years. "We have closed the gap sufficiently to be able to take the lead in market share with our circulation numbers," said **Agnes Vanek**, director of circulation and production.

Targeting the most influential buyers

This achievement is even more significant considering the fact that *GCN*'s 80,000 subscribers include federal, state and local government employees, while *Federal Computer Week* targets only federal entities. *FCW*'s concentrated strategy provides advertisers with direct access to the most influential audience of buyers.

Edie Holmes, president and publisher, and **Randee Rubin**, executive vice president and COO, recognized the contributions of the *FCW* team at an in-house celebration complete with catered lunch and champagne toasts to the impressive gain in market share and to achieving over $10 million in revenues for FY95.

"Our success in FY95 is attributed to the fact that *FCW* is a superior product — from our editorial to our qualified audience," said *FCW* Associate Publisher **Steve Vito**. "*FCW* is the driving force among federal IT publications. The combination of outstanding editorial and sales teams will pave the road for future success."

*Thanks to **Doug Mashkuri** for contributing to this story.*

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

FIFTEEN YEARS
Karen Weston - IDC

THIRTEEN YEARS
Alice Longley - Computerworld

TEN YEARS
Diane Deflorio - IDC

NINE YEARS
Shannon Dolan - InfoWorld

EIGHT YEARS
Martin Taylor - IDG New Zealand
Don Hill - IDG New Zealand
Anthony Membrino - IDC
Allan Alter - Computerworld
Paula Wright - Computerworld

SIX YEARS
Amanda McVitty - IDG New Zealand
Scott McCready - IDC
Annika Fors - IDG Sweden
Fernando Rodriguez Jr. - IDG Spain
Carol Gockenbach - Integrated Media

FIVE YEARS
Jill Welch - InfoWorld
Steve Fox - PC World
Virginie Bril - IDG France
Takashi Endoh - Macworld Japan

FOUR YEARS
Elizabeth Freedman Girioni - IDC
Patrick Gorman - IDC
Karen Weiss - Integrated Media
Jon Lesjak - IDG Australia
Pascal Dumortier - IDG France

THREE YEARS
Mike Oughton - IDG New Zealand
Paul Arabasz - IDC
Laura Hunt - IDC
Dana Miller - IDC
Ted Julian - IDC
Ingemo Ilander - IDG Sweden
Pierre Hammar - IDG Sweden
Johan Rönn - IDG Sweden
Kozo Mori - Macworld Japan

TWO YEARS
Alec Brown - IDG New Zealand
Richard Heiman - IDC
Lauri Jones - IDC
Priscilla Drummey - IDC
Louise Briggs - IDC
Paula Redden - IDC
Mats Öhman - IDG Sweden
Henrik Petersen - IDG Denmark
Ingrid Bustamante - IDG Venezuela

ONE YEAR
Nicky Mowat - IDG New Zealand
Ria Keenan - IDG New Zealand
Ben Gibb - IDG New Zealand
Phil Jones - IDG New Zealand
Edward Porter - IDG New Zealand
Keren Seymour - IDC
Rona Shuchat - LINK Resources
Seana Dowling-Guyer - IDC
Christopher Robinson - IDC
Karen Williams - IDG Media
Joachim Lerulf - IDG Sweden
Johan Tannlund - IDG Sweden
John Lager - IDG Sweden
Carolyn Connaughton - CIO
Doug Fine - InfoWorld
Bob Lim - InfoWorld
Laura Seymour - InfoWorld
Shirley Tow - IDG Books
Susan Davidovich - IDG Books
Kelley Anderson - IDG Books
Jim Compliment - IDG Books
Valerie Murray - IDG Newsletters
John Forgetta - IDG Newsletters

SEPTEMBER PROFIT MARGIN REPORT: PC WORLD PUBLICATIONS

Top Third 1

PC World Norway
PC World Australia
Sweden MikroDatorn
PC World U.S.
PC World Taiwan
PC World New Zealand
PC World Italy
PC World Sweden

2 Middle Third

PC World Denmark
PC World Turkey
PC World Germany
Sweden Windows World
InfoWorld Argentina (monthly)
PC World Poland
PC World Spain
Japan Windows World

3 Lower Third

PC World Netherlands
PC World Hong Kong
PC World Hungary
Norway PC World Ekspress
PC World Czech Republic
PC World France
PC World China
PC World Brazil

LEADERS OF THE PACK

MikroDatorn
distans
PC WORLD
Prisras på Pentium
Øyet som ser

PC *World Norway* logged the highest profit margin for September FY95, while the monthly *InfoWorld Argentina* reported the greatest improvement in profit margin for September FY95. The highest year-to-date profit margin was reported by Sweden's *MikroDatorn.*

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Accounting Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

FAMOUS LAST WORDS

The following collection of "visionary" predictions and pronouncements was submitted by an *IDG World Update* reader.

"Computers in the future may weigh no more than 1.5 tons."

- Popular Mechanics, forecasting the relentless march of science, 1949

"I think there is a world market for maybe five computers."

- Thomas Watson, chairman of IBM, 1943

"I have traveled the length and breadth of this country and talked with the best people, and I can assure you that data processing is a fad that won't last out the year."

- The editor in charge of business books for Prentice Hall, 1957

"But what ... is it good for?"

- Engineer at the Advanced Computing Systems Division of IBM, 1968, commenting on the microchip

"There is no reason anyone would want a computer in their home."

- Ken Olson, president, chairman and founder of Digital Equipment Corp., 1977

"The concept is interesting and well-formed, but in order to earn better than a 'C,' the idea must be feasible."

- A Yale University management professor in response to Fred Smith's paper proposing reliable overnight delivery service. (Smith went on to found Federal Express Corp.)

"So we went to Atari and said, 'Hey, we've got this amazing thing, even built with some of your parts, and what do you think about funding us? Or we'll give it to you. We just want to do it. Pay our salary, we'll come work for you.' And they said, 'No.' So then we went to Hewlett-Packard, and they said, 'Hey, we don't need you. You haven't got through college yet.' "

- Apple Computer Inc. founder Steve Jobs on attempts to get Atari and HP interested in his and Steve Wozniak's PC

"Everything that can be invented has been invented."

- Charles H. Duell, commissioner, U.S. Office of Patents, 1899

"This 'telephone' has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us."

-Western Union internal memo, 1876

"The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?"

- David Sarnoff's associates in response to his urgings for investment in the radio in the 1920s

"If I had thought about it, I wouldn't have done the experiment. The literature was full of examples that said you can't do this."

- Spencer Silver on the work that led to the unique adhesives for 3M "Post-It" notepads

and finally... **"640K ought to be enough for anybody."**

- Bill Gates, 1981

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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November 27, 1995

IDC ANALYSTS PROVE THEIR FORECASTS ARE RIGHT ON THE MONEY
PAGE 2

ON LINE: IDC PRESIDENT/CEO KIRK CAMPBELL DISCUSSES IDC'S SECRET WEAPON
PAGE 3

IDG EMPLOYEES SPEAK OUT ON SOFTBANK'S ACQUISITION OF REMAINING ZD PROPERTIES
PAGE 4

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Softbank's Purchase of Ziff Raises Questions

After just 11 months of ownership, Forstmann Little last month divested itself of all the former Ziff-Davis properties. New owner, Softbank Corp., is Japan's largest distributor of computer software, peripherals and systems. The sale, which is expected to become final in February 1996, is valued at $2.1 billion and represents 15 times the company's 1995 cash flow. Included in the purchase are the Ziff-Davis publications, Ziff-Davis Interactive, Computer Intelligence InfoCorp, The Cobb Group and Logical Operations.

Softbank's other offerings include Softbank Comdex, Inc. and Softbank Exposition and Conference Co., producers of Comdex, Windows World, Networld + Interop and Windows Solutions expositions. Last year when Ziff-Davis was sold to Forstmann Little, Softbank purchased ZD Expos but was unable to marshall the resources to outbid FL for the remaining Ziff properties.

The acquisition has raised some concern in the industry that Softbank may have bitten off more than it can chew, according IDG Manager, Competitive Analysis **Allison Stamm**. "Most ana-

•CONTINUED PAGE 2•

Mass. Tech Corps Goes Nationwide

Brainchild of *CW*'s Gary Beach, innovative program pairs volunteers with local schools seeking to adopt technology

WHITE HOUSE PHOTOGRAPHY

COMPUTERWORLD PRESIDENT AND CEO GARY BEACH (CENTER BACK) LISTENS AS *Vice President of the United States Al Gore (right) discusses ways industry can accelerate the adoption of technology in the classroom. Beach, along with the CEOs of 10 IT companies, attended the working breakfast at the White House. President Clinton (far left) later endorsed the nationwide launch of Tech Corps.*

Asked to extend his prepared remarks at the 1994 Computerworld Smithsonian Awards by two minutes, Computerworld President and CEO **Gary J. Beach** ad libbed by floating a trial balloon. "What if," he asked, "our industry got behind an idea called the Tech Corps? Just as President Kennedy urged young people back in the 1960s to join the Peace Corps to help build the roads that would connect developing nations to the rest of the world, we would challenge the men and women in our industry today to donate their time and expertise to help build the electronic roads that will connect our nation's schools to the information highway."

The response was immediate and overwhelming. Following his closing remarks, Beach was approached by Ed Fitzsimmons, a member of The White House Office of Science and Technology. Impressed by the concept, Fitz-

• CONTINUED ON PAGE 5 •

IN BRIEF

Taiwan Team Takes Time to Break By the Lake

THE STAFF OF IDG TAIWAN RECENTLY SPENT A PICTURE-*perfect day at a lake on the outskirts of Taipei where they enjoyed good food, warm sunshine and lots of fun. Almost two-thirds of the staff, some with family and friends in tow, boarded the charter bus for the hour-and-a-half ride. Under a cloudless sky, the group barbecued, swam in the lake, waged water fights and spent time getting to know each other better. A good time was had by all.*

IDC Analysts "Strut Their Stuff" with Accurate Forecasts

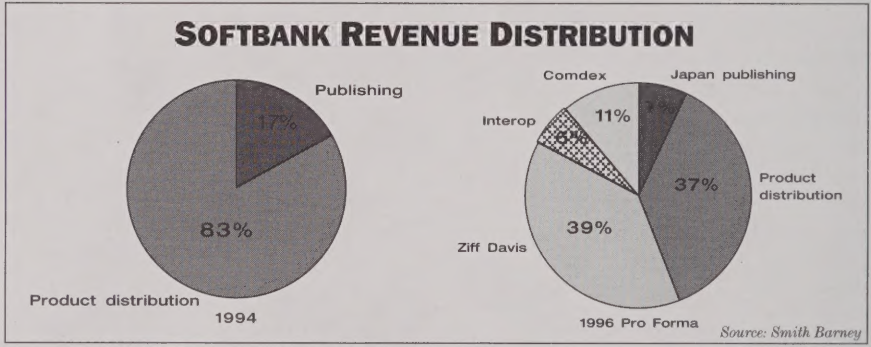
IDC's marketing department recently sponsored a "Strut Your Stuff for Cash" contest to highlight the best examples of IDC and LINK Resources forecasts and predictions that have been right on — or very close to — target. U.S. employees were invited to submit proof of a published annual forecast that was plus or minus 5% of the actual year end results (in revenue or units) or a prediction of a significant industry event or announcement.

Eileen O'Brien and the team of **Bob Callery** and **Dave Vellante** earned the two top cash prizes for predictions made three years in advance. O'Brien predicted Hewlett-Packard's dominance in the X-terminal market. Callery and Vellante predicted IBM's development of two key mainframe storage platforms and also came strikingly close to describing the features and pricing of the announced products.

The other employees who peered into their crystal balls with particularly accurate results were **Lee Doyle**, **John Gantz**, **Eric Prothero**, **Mary Conti Loffredo** and **Iain Gillott**. 🖳

SOFTBANK

continued from page 1



SOFTBANK REVENUE DISTRIBUTION

Source: Smith Barney

lysts expect the stock to fall given the high cost of integration," Stamm noted.

"Integration of such a big company into the group will inevitably slow the speed of growth at Softbank, which has had an annual growth of 40% in recent years," noted Smith Barney Securities Analyst Yasuaki Fujine. "Softbank has gone too fast and too far to sustain its already high share price. The share price will underperform in the mid-term," he predicted.

Given Softbank's history of using its publications in Japan as promotional vehicles for the products it distributes and the partnerships it manages, the acquisition even has some Ziff staff members concerned, noted Stamm. Under the headline, "Softbank Buy Raises Editorial Concern for Ziff," an editorial in *Interactive Week*, a Ziff publication, questions the wisdom of being owned by a company whose "stated goal is to provide a wide range of distribution, advertising, support, marketing and other services to suppliers of personal computer hardware and software."

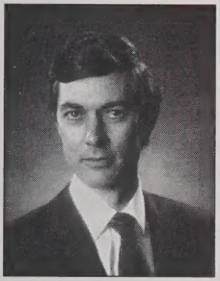
IDG employees react to Softbank purchase of Ziff properties. Page 4

At a press conference announcing the agreement, Softbank President and CEO Masayoshi Son outlined his expansion plans. By the year 2005, Son said he hopes to publish a total of 1,000 titles and increase global circulation to 50 million copies. Currently Ziff-Davis publishes 130 titles, which reach nine million readers.

In a presentation at this month's Worldwide Managers' Meeting, IDG President **Kelly Conlin** noted that Softbank has used Japan's low interest rates and a high stock multiple to fuel this growth. Furthermore, the acquisition leaves the company approximately $1.8 billion in debt up from $12 million just two years ago.

"We hope that Softbank is as vigorous an advocate of computer trade publishing as IDG has always been and will continue to be, since we think that is the surest way for our market to benefit and our customers to prosper," Conlin said.

ON LINE



KIRK CAMPBELL

The president and CEO of International Data Corp. is this week's guest columnist.

Q How was IDC's financial performance in FY1995?

A I am pleased to report that IDC had a record year in terms of revenues and profits. Revenues grew over 30% to $76 million. Annual profits were well ahead of budget at $2.3 million, which was $1.5 million ahead of the prior year results. By the way, all of IDC's regions (North America, Europe, Asia/Pacific and Latin America) were profitable as well. If you look at the trendlines, IDC has consistently improved its overall bottom line performance over the past five years.

What are your financial targets for the new fiscal year?

IDC is aiming to achieve sales of $100 million in 1996. I believe that this year, for the first time, two or three IDG business units may reach this breakthrough revenue level. IDC intends to be a member of this exclusive IDG club. At the same time, IDC is targeting to earn profits well over the $3 million mark this year.

What are IDC's longer-term goals toward the year 2000?

IDC's first priority is to become the dominant market research supplier to information technology vendors. While IDC is well on its way towards this goal in terms of increasing its market share, we still are not the undisputed leader in every technology market or region. Second, IDC must increase its profit margins in order to improve its market value and increase funds available for reinvestment.

What strategies are you implementing now so IDC can reach its long-term objectives?

We are implementing changes in four key areas outlined below:

IDC'S MANAGEMENT TEAM

IDC has been making a number of key moves over the past few months to strengthen its management team to make certain that we have an outstanding leadership group on board to grow IDC.

Vicki Brown was hired in July as a senior vice president to lead IDC marketing and electronic products. Vicki joined IDC from a senior marketing position at Sun Microsystems. Frank Gens joined IDC in October from Infovision as senior vice president/Research. Frank is focusing on strategic research issues and articulating to customers IDC's vision on leading industry topics. Don Best, formerly vice president of consulting sales, was promoted to the position of group vice president/U.S. Sales and is leading IDC's highly capable and successful U.S. sales force.

Finally, we hired Dataquest's best senior researcher, Philippe de Marcillac, in November as senior vice president to lead IDC's International Research Group. When you combine these new positions with my current direct reports, IDC now has in place the best market research executive team in the business.

BUSINESS FUNDAMENTALS

IDC is focusing a great deal of energy on improving the fundamentals of its business in order to ensure future growth. With Senior Vice President Dave Vellante's help, we launched 12 worldwide research product lines in October. This initiative will give IDC — within the next two years — the best worldwide syndicated research products in the business.

In addition, we launched in October an innovative global accounts management program led by Vice President Brad Thorpe in which we assigned to each IDC Global Customer six sales and research employees from locations around the globe to work together in developing the optimum sales strategy for each account. This program will result in increased communications and new business for IDC around the world. This fall we also launched two major programs to re-engineer how IDC manages its client information and its research workflow. Both of these efforts will increase the efficiency of many employees in the company.

Finally, IDC has committed to deliver its annual market data much earlier in 1996 than previous years in order to meet customer needs. The IDC research team is gearing up to meet these new research study deadlines.

NEW PRODUCTS & SERVICES

Much of IDC's future growth will certainly come from new products and services and we have a lot going on in this area. I will name just a few.

We are launching new and improved CD-ROM and Lotus Notes Electronic Products in the new calendar year under a newly hired and experienced product champion, Brian Degen. We have an exciting new Semiconductor Research Service which will be taking business away from Dataquest's traditonal source of cash. We are also launching a new Internet Commerce Program with unique deliverables about the World Wide Web. This program should be one of the biggest subscription services at IDC within two years. IDC now offers a Worldwide PC Quarterly Tracking service which will soon become a "must-buy" for all PC vendors. Finally, we are starting new research programs in Software and Networking Distribution Channels to complement IDC's channels research in PC and midrange systems.

IDC'S SECRET WEAPON

How is IDC's going to reach its long-term goals? The most important strategy is that we have what I like to call IDC's "secret weapon" — the IDC employee team. IDC has the best employee team in the business, and this dedicated group is the real reason why IDC will be a continuing success.

IDG Employees Confident Despite Softbank/ZD Deal

IDG World Update asked a number of IDG employees for their thoughts on the Softbank acquisition.

"The Cobb Group has an extremely weak international presence and is in serious financial trouble. This acquisition could allow them to 'fuel' their international ventures, eventually translating into a stronger business development position with my group's most important partners (Microsoft, Apple, etc.). On a positive note for IDG Newsletters, if this happens, it would direct Cobb's energies to the international shores allowing us more time to gain market share here."
— ***Craig Pierce**, president, IDG Newsletters*

"It will be interesting to see whether Softbank sells off its assets in Europe or whether it invests heavily to try and make something of its network. In Europe, Ziff only has one fairly strong operation and that is in the U.K. — they are very weak in Germany and in France. The rest of Europe is covered by a loose federation of licensees. They have outsourced international sales — the investment and commitment it will take for Ziff to really mount a challenge against IDG in Europe will be considerable. At this point, they are not a major threat to IDG, but like everybody, we will keep our eyes on their plans."
— ***Jeff Meers**, president, IDG Marketing Services/Europe*

"We should be aware that Softbank made some visible, positive changes to Comdex (formerly owned by the Interface Group) when they bought it. I think that as a well-funded entity, Softbank will make significant investments in the former Ziff titles, and we need to be on our tiptoes as a result."
— ***Bill Laberis**, editor-in-chief, Computerworld*

"The acquisition is interesting, although not particularly worrisome. We are coming off two years of record revenues and profits. Ziff has suffered page losses in their core books and marginal profits or losses across the rest of their line. Most important, it underscores the importance of IDG's global product lines and our strong relationships with the leading IT vendors. We took share away from them when they were owned by Forstmann Little, and we will take share away from them when they are part of Softbank."
— ***Peter Horan**, president, IDG Marketing Services/U.S.*

"Given that International Marketing Services has assumed sales responsibility for both media and expos outside of the U.S., the combined Softbank/Ziff organization could pose some new challenges to us from the packaging point of view. On the other hand it is a $2.1 billion validation of the "Think Global" message that IDG has espoused for over 30 years. Of special interest is whether the Ziff publishing licensees will be quickly integrated into what is now a very limited and fragmented corporate global buy network. Currently Ziff's one-stop global buy is limited strictly to its wholly owned publications in only four countries. Anything more extensive must be placed through a myriad of fragmented sales agents around the world. IDG will continue to have the huge advantage of a 250-publication buy across 68 countries through the IMS network.

The good news is that IDG and Softbank/Ziff will both be preaching the gospel of the critical importance of global marketing to IT vendors. I'm strongly convinced that when these international marketers look at the alternatives, IDG will remain the IT industry's provider of choice on a global basis."
— ***Frank Cutitta**, president, International Marketing Services*

"Think of it this way: Delete Softbank and insert Microsoft. Now imagine the reaction in this country if Microsoft bought a publishing company that reported exclusively on the computer industry. Softbank is the Microsoft of Japan."
— ***Paul Gillin**, editor, Computerworld*

"On the negative side, Ziff might now have official trade show publication rights at upcoming Comdex events, but I don't think that's very important. People accuse IDG of being too big. Well, now Ziff, our competitor, will be the same."
— ***Torben Sørensen**, Webmaster, IDG Denmark*

"The price that Softbank has paid for the Ziff publications can only possibly start to make sense if all aspects of their business — distribution, trade shows, publications, etc. — can leverage off each other. The execution of this vision will turn out to be much more difficult than they ever imagined and will be heavily resisted by the U.S. computer industry."
— ***Colin Crawford**, president and publisher, Macworld*

"IDG has the experience, but Son brings an aggressiveness that has grabbed the industry's attention. It'll be interesting to see how the two will compete in Asia, given Masayoshi Son's ability to move comfortably through three [Japanese, Korean, American] cultures."
— ***Rob Guth**, Tokyo correspondent, IDG News Service*

"The cultural conflict is too big. Creative-based companies don't typically do well with Japanese companies."
— ***Einar Ryvarden**, senior editor, Computer World Norge*

"I see more competition coming to us in Asia, which is good for IDG. Competition will help us to improve our products and services. Maybe [Softbank] will launch shows [and publications] in China based on their strong titles — Comdex, *PC Week*, etc. Cash flow may be a problem, as evidenced by the lower number of attendees [at Comdex]. If they don't have the money and resources to invest [in the trade shows and publications], they won't be successful in Asia."
— ***Hugo X. Hsiung**, managing director, IDG-Asia, Boston*

"In terms of distribution concerns, it does give them good access to the market. It doesn't necessarily add depth [to their publications]. It is important for us to have a view, but at the end of the day, I'm not too worried about it."
— ***Andy Hart**, director Client Services, IDG Marketing Services/Europe*

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TECHNICAL EDITOR (IDG/B)
Responsible for editing value-added software products at the text level. Maintain guidelines and procedures for technical reviewing, manage technical reviewer database and run beta software programs. Coordinate the necessary front and back matter with Proof Editor and project team to maintain project timeline. Requires BS/BA, excellent writing, editing and project management skills. Strong computer skills on multiple platforms and multiple operating systems required.

PROJECT EDITOR (IDG/B)
Develop and edit the manuscripts of Dummies and Business and General Reference Press Books. Responsibilities include editing, sourcing freelancers, managing authors and project staff and interfacing across departments. Requires BS/BA, excellent writing, editing and project management skills. Strong computer skills and knowledge of desktop publishing products required.

PROOF EDITOR (IDG/B)
Responsible for proofreading the page proof and blue line passes, focusing on front and back matter, and the brand layout and design elements of Dummies and Business & General Reference Press Books. Will assist as needed in the publishing process and ensure quality standards and deadlines are met. Requires BS/BA, excellent writing, editing and time management skills.

PERMISSIONS EDITOR (IDG/B)
Administer the legal permissions and licensing agreement procedures for Dummies and Business & General Reference Press Books. Research permissions sources and secure permissions for use of copyrighted material in books. Maintain expertise on industry standards for copyright and intellectual property. Requires BS/BA with legal focus, strong writing, editing and word processing.

EDITORIAL DIRECTOR (IDG/B)
Responsible for managing the editorial staff & workflow of the publishing plans of Dummies Press and Business & General Reference Press. Will assist as needed in the publishing process and ensure quality standards, deadlines and budgets are met. Manage staff growth and maintain interdepartmental relationships and successful author relationships. Requires BS/BA, good writing, editing skills. Computer technology expertise and prior publishing experience a plus.

EDITORIAL MANAGER (IDG/B)
Manage the editorial staff & workflow of a team of Project Editors, Copy Editors, Editorial Assistants, Technical Editors and Permissions Editors. Responsible for ensuring quality standards, deadlines and budgets are met. Also responsible for overseeing and ensuring good staff management practices and maintenance of interdepartmental relationships and successful author relationships.. Also responsible for project schedule, budget management, and project and brand quality assurance. Requires BS/BA, 2-3 years' publishing experience, and excellent writing, editing, management, and project mgmt. skills.

COPY EDITOR, Dummies Press (IDG/B)
Responsible for editing manuscripts for grammar, spelling and punctuation as well as for sense, organization, clarity, accuracy and writing level. Also responsible for text delivery in timely manner, author contact and convention sheet management. Requires BS/BA, excellent organizational and communication skills, and high professional standards.

IDG Job Opportunities Update
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ONLINE PRODUCTION COORDINATOR (CW)
This individual will be responsible for the day-to-day production of Computerworld. Specific responsibilities include: coordination of ad and editorial content; communication with outsourcers; and organization and maintenance of content on the Computerworld servers. The ideal candidate is exceptionally organized and detail oriented; proactive when it comes to communication; experienced and comfortable with PC technology and ready to learn more; and familiar with the WWW and prepared to learn HTML. Requires 2-5 years production or on-line experience.

ON-LINE LAYOUT SPECIALIST (CW)
This individual will be responsible for the production of Computerworld's WWW pages and will work closely with other members of the CW team. Responsibilities will initially include HTML page layout and page design. Over time, it is expected that the individual will learn to work with CGI scripting, Jave, and other Internet technologies. The candidate should be very comfortable with a computer and have some experience on the Internet. We are seeking a dynamic self-starter ready to work in a fast-paced on-line environment. DTP, HTML, or programming experience required.

PRODUCTION SPECIALIST (CW)
Computerworld is seeking a production specialist for its on-line information effort. The successful candidate will be well-versed in using the Macintosh platform and operating system, and also have experience in using applications including PhotoShop, Freehand, QuarkXpress, PageMaker, FTP, HTML and Real Audio. Programming experience and knowledge of sound & video editing a plus.

CONSULTING PRODUCTION SPECIALIST (IDC)
This position, reporting to the Consulting Production Manager, will include the full range of tasks and responsibilities involved in the design and production of consulting deliverables, including reports, presentations, and special projects. The ideal candidate is a self-starter with 2-3 years experience in various desktop publishing and production applications, including QuarkXPress, Persuasion, PowerPoint, Microsoft Word, and Illustrator. Must possess the ability to juggle multiple priorities.

QUALITY CONTROL MANAGER (IDG/B)
Responsible for project and brand quality assurance. Manage the proofeditors, reprint editors and post-production quality assurance and development on frontlist and backlist titles for Dummies Press and Business and General Reference Press. Requires 2-3 years' publishing experience, management experience, excellent writing, editing and project management skills. Must be proficient in computers and familiar with desktop publishing products and techniques.

REPRINT EDITOR (IDG/B)
Responsible for reading the published books of Dummies and Business & General Reference Press and submitting all reprint corrections. Will perform editing at the text level and ensure timely project delivery. Requires college degree, prior publishing experience, and excellent writing & editing skills. Prior publishing experience required.

IDG Job Opportunities Update
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EDITORIAL ASSISTANT, Dummies Press (IDG/B)
Will provide editorial and administrative assistant to the management team. Assist in the publishing process as needed. Requires BS/BA, 2 years' administrative experience, and good verbal and written communication skills and excellent organization and communication skills. Should be proficient in computers including: word-processing, spreadsheets and databases

CUSTOMER SERVICE REPRESENTATIVE (IDG NEWSLETTERS)
Responsible for data entry, telephone customer service and telephone sales for PC-based in-house fulfillment system. Requires excellent telephone skills, data entry skills with speed and accuracy, and excellent problem solving skills and experience. One to three years of circulation fulfillment experience in a fast-paced, multi-product publishing company preferred.

ADVERTISING DIRECTOR (NW)
Network World is looking for a seasoned sales manager to lead our team of talented display, on-line, product classified and recruitment of ad sales staffs. This position will report to our Associate Publisher and requires 5-10 years of advertising sales experience and 3+ years of sales management experience. A minimum of 50% travel required.

DISTRICT SALES MANAGER (NW)
Description: Network World is looking for a senior level advertising sales person to handle the Northern California territory. A proven successful sales record with 5-10 years of experience within the high tech industry is required. This position reports to the Western Regional Sales Manager and will be located out of our new office location in Santa Clara, CA. Some travel necessary.

OFFICE SERVICES MANAGER (NW)
Network World is looking for an Office Services Manager. Responsibilities include acting as the main liaison for general building operations, management of the mail services (with one direct report), main contact for purchasing office supplies, stationary, furniture, management of remote phonemail system, main contact for issuing corporate credit cards and general invoice processing and administration. Qualified candidates will have strong PC experience with Lotus, graphics and word processing, strong organizational skill and attention to detail as well as 3-5 years office management/administration exp.

ACCOUNT MANAGER (PUBLISH)
Leading electronic publishing magazine is seeking an Account Manager for our Eastern territory. This position is located in Boston, MA. We are a division of a worldwide leader of information technology publications. The successful candidate will prospect, maintain and grow the advertising space, while maintaining a professional and consistent performance in meeting advertising revenue goals. you will service and maintain all advertising after the sale is made, including customer support, file maintenance, report generation and credit clearance. Prior sales experience in computer publishing industry with knowledge of it's products, marketplace and East Coast territory highly desirable.

IDG Job Opportunities Update

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Division	Title	Location	Contact Mgr.	Phone	Fax
CC	Managing Editor, Computer Currents	Emeryville, CA	R.Luhn	(510)547-6800	(510)547-4613
CCI	Ancillary Products Administrator	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Graphics & Art Director	Cambridge, MA	J. Engel	(603)924-7271	(603)924-7013
CCI	Executive Editor	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Manufacturing/Production Expert	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Director	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Sales	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Account Executive	Fairfield, NJ	A. Jones	(508)935-4315	(508)935-4600
CIO	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CW	Production Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Office Production Coordinator	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Online Layout Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Switchboard Operator	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Executive Assistant	Framingham, MA	C. Chupka	(508)820-8162	(508)879-3760
CW	Sales Assistant	Framingham, MA	C.Chupka	(508)820-8162	(508)879-3760
CW	Sales Associate, Client Server Journal	Burlingame, CA	L. Lehane	(415)347-0555	(415)347-8312
CW	Office Services Administrator	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Receptionist	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Sales Associate	San Francisco, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Graphic Designer	Framingham, MA	T.O'Connor	(508)820-8566	(508)879-3760
CW	Junior Designer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Senior Editor, Management and Storage	Framingham, MA	M.Johnson	(508)879-0700	(508)875-8931
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714	(508)875-8931
CW	Director of Telemarketing	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Telecommunications Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Technician	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Notes Developer	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Programmer / Analyst	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CWDD	Marketing Database Specialist	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
FCW	Administrative Assistant	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
FCW	Production Manager	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
FCW	Senior Technical Analyst	Falls Church, VA	M. Koethe	(508)935-4531	(508)935-4600
IDC	Consulting Production Specialist	Mt. View, CA	E. Martin	(508)935-4649	(508)935-4610
IDC	Sales Support Coordinator	Iselin, NJ	E. Martin	(508)935-4649	(508)935-4610
IDC	Office Manager/HR Liaison	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	P/T Library Clerk	Mt. View, CA	E. Martin	(508)935-4649	(508)935-4610
IDC	Electronic Products Operations Mgr	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Proofreader	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Marketing Specialist, Corporate	Framingham, MA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Marketing Specialist, Consulting	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Manager, LPS	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Assistant, (PT)	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Analyst	London, England	S.Frankle	(508)935-4132	(508)935-4610
IDC	Communications Consulting Manager	Framingham, MA	S.Brown	(508)935-4099	(508)935-4600
IDC	Manager, PC Distribution Channels	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Director, UNIX	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Senior Industry Analyst, Networking	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Senior Industry Analyst, Software	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Analyst, Personal Systems	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	Account Executive	Mt. View, CA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Account Executive	New York, NY	D. Bernardi	(508)935-4361	(508)935-4610
IDC	IS Training Specialist	Framingham, MA	S.Brown	(508)935-4099	(508)935-4600
IDC	Research Manager, Unix & Server OS	Framingham / Mt. View	D. Miller	(508)935-4133	(508)935-4610
IDC/LINK	Librarian	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Senior Research Analyst	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Research Analyst	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDG	Data Entry Clerk	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Sales Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)879-9519

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Division	Title	Location	Contact Mgr.	Phone	Fax
IFW	Editor, Enterprise Team	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Reporter - Hardware	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Department Editor - Networking	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Assoc/Senior Editor - Desktop Systems	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Section Editor / Hardware	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Test Developer, LAN Team	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Tech Analyst, Enterprise Team	San Mateo, CA	S. Barnes	(415)525-3464	(415)312-0668
IFW	Event Coordinator	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Media Research Analyst	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Sales Associate, PT	Framingham, MA	E.Aronowitz	(415)312-0673	(415)312-0668
IFW	Test Developer, Communications	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	IS Manager	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IFW	Programmer Analyst	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IMI NV	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)978-3306	(415)267-1732
ISG	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Digital Production Artist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Chief Financial Officer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	VP Operations	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Information Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
IVI	Graphic Artist	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
IVI	Research Director	Falls Church, VA	M.Koethe	(508)935-4531	(508)935-4600
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176	(415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)442-0766
MAC	Online Sales Manager	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MHA	Sales Account Manager	Norwood, MA	K. Quilligan	(617)440-2724	(617)440-0300
NW	Office Services Manager	Framingham, MA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	Advertising Director	Framingham, MA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	District Sales Manager	Sunnyvale, CA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	Mailroom Assistant	Framingham, MA	D.Volpe	(508)820-7472	(508)820-3340
NW	Sales Assistant	Sunnyvale, CA	C. Stiglic	(415)541-8630	(508)820-3340
NW	Graphic Designer	Framingham, MA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	Senior Writer	Framingham, MA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	Associate Layout Editor	Framingham, MA	D.Volpe	(508)820-7472	(508)820-3340
NW	IS/Web Site Assistant	Framingham, MA	M. Cornetta Brown	(508)820-7474	(508)820-3340
PCW	Administrative Assistant	San Francisco, CA	H.Martin-Mayer	(415)978-3302	(415)442-1891
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Fact Checker	San Francisco, CA	A.Kandra	(415)978-3302	(415)442-1891
PCW	Executive Editor	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW	Senior, Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640	(415)442-1891
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205	(415)974-7316
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250	(415)442-1891
PCW	Director, Business Development & Planning	San Francisco, CA	T.Gewecke	(415)978-3153	(415)442-1891
PCW	Director of Sales, Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Account Manager	Chicago, Il	B.Carrigan	(415)978-7405	(415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	(415)974-7405	(415)442-1891
PCW/MMW	Editorial Assistant	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	Associate Editor, Reviews	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	Associate Editor, News	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
Publish	Account Manager	San Francisco, CA	F.Lee	(415)267-1722	(415)495-2354

MA Job Hotline (508)935-4406

CA Job Hotline (415)978-3100

IDG Job Opportunities Update

November 27, 1995

Division	Title	Location	Contact Mgr.	Phone	Fax
IDG	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4514	(508)935-4600
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4099	(508)935-4600
IDG	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	IS Consultant	San Francisco/San Mate	P. Fowler	(508)935-4796	(508)935-4600
IDG/B	Quality Control Manager	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Reprint Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Technical Writer	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Proof Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Permissions Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Editorial Director	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Copy Editor, Dummies Press	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Editorial Assistant, Dummies Press	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Administrative Assistant, Production	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Assistant	Chicago, IL	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Associate Publisher	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Cost Accountant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Staff Accountant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Manager, New Business Development	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Public Relations	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Associate Project Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Direct Account Representative	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/CSC	Executive Assistant	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Administrative Assistant	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Manager, Financial Planning	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/IMS	International Account Manager	Framingham, MA	P. Fowler	(508935-4796	(508)935-4600
IDG/MSD	Business Manager	San Francisco, CA	P.Fowler	(508)935-4796	(508)935-4600
IDG/MSD	Public Relations Manager	San Francisco, CA	P.Fowler	(508935-4796	(508)935-4600
IDG/MSD	Manager, National Accounts	Stamford, CT	P.Fowler	(508)935-4796	(508)935-4600
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/Newsletter	Customer Service Representative	Boston, MA	L. Connolly	(508)935-4791	(508)935-4600
IDG/Newsletter	Fulfillment Coordinator (PT)	Boston, MA	L. Connolly	(508)935-4791	(508)935-4600
IFTW	Customer Service Rep, Circulation	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Show Daily Editor	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Copy Editor, E2	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Book Editor	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Publisher, E2	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Expo Manager	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Senior Financial Analyst	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279
IFTW	Account Executive, E2 On-Line	San Mateo, CA	J. Shepherd	(415)286-2530	(415)349-5279

TECH CORPS

continued from page 1

simmons joined with Beach and decided to test the idea with a posting on the Internet. Later that week, a notice outlining Beach's proposal appeared on the 'net and within a week, more than 1,000 people had responded. Typical of the responses were comments like, "I'm so glad someone has come up with a way that I can help out! How do I sign up?"

Knowing that the idea had the potential support of industry, Beach returned to Massachusetts and enlisted the support of the Massachusetts Software Council with additional financial backing from Deloitte & Touche LLP.

In January 1995, the Massachusetts Tech Corps was launched with a pilot program comprising 12 school districts throughout the state. More than 300 volunteers contributed their expertise in such areas as technology planning, local-area networking, classroom instruction, resource acquisition, technical support and staff training.

"I truly believe that what we are doing through the Tech Corps is important and is making a significant difference in our schools. We have 14 volunteers working with students, teachers and administrators — what they are contributing would be non-existent without their help," said Diana Friedman, Tech Corps coordinator for the Newton public schools.

"A key reason why Tech Corps was such an immediate success," claims Beach, "is because our industry was looking for a cause to prove its social worth. For many, Tech Corps is that cause."

"I'm very excited about this opportunity," noted **Dorothy Handy-Eovine**, systems manager in *Computerworld*'s Professional Development Division and one of the first IDG employees to sign up for the program. "We take so much, and I've really wanted to give a little something back to the community. This is a great way for me to merge my background in PC education [Handy-Eovine has taught at the Computer Learning Center in Somerville] with my area of expertise, which is IS." Handy-Eovine, who recently attended her first Tech Corps meeting, will work in the Natick public school system.

National rollout

By late last winter the program was thriving, and in early March, Beach received a phone call and an invitation from Dr. Jack Gibbons, Science Advisor to President Clinton, who wanted to learn more about this successful grassroots organization. A series of meetings to explain Beach's plans for the newly created national non-profit Tech Corps culminated in President Clinton's endorsement of the plan.

"A private sector effort making a difference in one state is now going nationwide," Clinton told a roomful of CEOs and journalists assembled in the White House's West Wing on Oct. 10.

"The Tech Corps brings private sector volunteers into our schools so that they can bring technology into our classrooms. It's already working in Massachusetts where it was started by Gary Beach, who is here with us today. Now we want to do this around the country."

Aimed at improving the technology expertise of the nation's school children, Tech Corps will pair volunteers with school administrators and teachers in grades K-12 to provide assistance with technology planning, technical support and training. The national non-profit organization is funded entirely by corporate contributions and will provide guidance and training for state chapters. State chapters will operate autonomously and will identify and match their volunteers to local projects according to interests, skills and school districts' priorities.

"This goal cannot be achieved by government fiat," said Clinton. "It can only be met by communities, businesses, governments, teachers, parents and students joining together [in] a high-tech barn raising."

The First Tech Corps Charter Conference was held in Washington, D.C. on Oct. 30 and over 300 people representing 44 states signed on to learn how to start a Tech Corps chapter in their state. By popular demand, a second Charter Conference will be held in San Diego on Dec. 1.

And, building on the success of its pilot program, the Massachusetts Tech Corps last month announced plans to expand its program into 47 new school districts by January 1996.

IF YOU'D LIKE TO LEARN MORE

Forty-four of the 50 U.S. states, as well as the District of Columbia, are in various stages of organizing their local Tech Corps chapters. In Massachusetts, 12 school districts currently have Tech Corps volunteers working in more than 120 different projects. Volunteers are currently being recruited for another 47 school districts in the state.

If you would like to learn more about the Tech Corps or find out about activities in your own state, visit the Web site at http://www.ustc.org, contact the Tech Corps via E-mail at info@www.ustc.org or call the Tech Corps office at 508-620-7749.

COMPUTERWORLD BACKS CALIFORNIA EFFORT TO WIRE SCHOOLS

The state of California has designated Saturday, March 9 as Netday '96. On this day, volunteers will attempt to wire as many California schools to the Internet as possible. *Computerworld* President and CEO Gary Beach has extended an invitation to President Clinton to come to South Central Los Angeles on that day to participate in the effort. On Jan. 15, every copy of *Computerworld* distributed in California will carry a wrap alerting *Computerworld*'s 65,000 readers in the state to the volunteer opportunities available both at Netday '96 and the California Tech Corps chapter.

NOTEWORTHY

NEW EMPLOYEES

IDG Books welcomes three new employees. Most recently a typesetter and proofreader for Double D Press, **Christine Meloy** has joined IDG Books in Indianapolis as a proofreader. Christine has a BS in education with certification to teach secondary English and journalism from Central Missouri State University. Outside the office Christine dabbles in running and cooking.

Lisa Coyle is Education Trade Account manager for IDG Books. Formerly high school coordinator for ITT Educational Services, Lisa earned a BFA from Southern Methodist University. She lists her outside activities as volunteering, reading and chasing her three-year-old twin boys.

Michael Wolfe is director of key account sales for IDG Books. Michael has a BA in English from Kansas State University and prior to joining the company worked as national sales manager for Pfeiffer & Co. When not hard at work, Michael enjoys tournament croquet.

Most recently a partner and chief of operations at Grade A Services, Inc., **Matt Toolan** is a research analyst for IDC's International Planning Service. Matt earned a BS in entrepreneurial studies and marketing from Babson College and enjoys skiing, golf and bicycling.

Philippe de Marcillac, formerly VP of Dataquest's Worldwide PC Division, has joined IDC as senior vice president of Worldwide Research. Based in Framingham, Philippe will manage IDC's International Research Group. No stranger to IDC, Philippe began his research career in 1982 when he launched the first pan-European research services at IDC in London and later managed IDC's European Research Center. Philippe graduated from Cambridge University with a master's degree in natural sciences.

Jodi McNamara, previously account manager for Xerox Corp., is a strategic account manager for IDC selling to the Southwestern United States. Jodi majored in communications and minored in business management at California State University/ Fullerton. Outside the office she plays on a co-ed softball team and enjoys spending time with her husband and three children.

McNAMARA

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

NINETEEN YEARS

Claudiney Santos - IDG Brazil

SEVENTEEN YEARS

Diane Utano - IDG
Laura Kunzmann - IDG Germany

FOURTEEN YEARS

Michael Masters - CIO
Sylvia Stier - IDG Germany

THIRTEEN YEARS

Niki Stranz - Macworld
Craig Pierce - IDG Newsletters

TWELVE YEARS

Birgit Götz - IDG Germany
Pat Murphy - IDG Central Services
Jim Connolly - Computerworld

ELEVEN YEARS

Klaus Uhe - IDG Germany

TEN YEARS

Andrea Kühler - IDG Germany
Klavs Andersen - IDG Denmark

NINE YEARS

Gary Clarke - IDG Australia
Paul Earl - CD Solutions
Edie Holmes - FCW Group

EIGHT YEARS

Nathalie Benhaim - IDG France
Nikki Manning - IDG France
Joanne Connelly - FCW Group
Colleen Kelly - FCW Group

SIX YEARS

Chip Zaborowski - IMS/Expos
Henrik Meerburg - IDG Sweden
Peter Gillemo - IDG Sweden
Linda Clinton - Computerworld
Elizabeth Heichler - Int'l Publishing Svcs.
Randee Rubin - FCW Group
Carolyn Marsan - FCW Group

FIVE YEARS

Susan Woodworth - CIO
Maria Lanzillotti - IDG
Meryl Salter - IDC U.K.
Michaela Pabst - IDG Germany
Stefanie Ferstl - IDG Germany
Lars Jonsson - IDG Sweden
Costantino Cialfi - IDG Italy
Jorge Garrido - IDG Argentina

FOUR YEARS

Walter Manninen - CIO
Kristen Kim - IDG
Marion Bauer - IDG Germany
Mats Hultgren - IDG Sweden
Emanuela Teruzzi - IDG Italy
Juliana Caurio - IDG Brazil
Gabriella Meijnckens - IDG Netherlands
Torsten Busse - Int'l Publishing Svcs.

THREE YEARS

Mihály Sipos - IDG Hungary
Manuel Guerra - IDG Spain
Toshiro Nishihara - World Expo Japan
Pamela Murray - FCW Group
Mary Leiphart - FCW Group

TWO YEARS

Shelly Reimer - Infotainment World
Todd Simms - IDG Central Services
Carl Strolle - Sun World Online
Beth Finkelstein - IDG Books
Sandra Regina Lopes - IDG Brazil
Wee Liang Toon - IDG Singapore
Marc Ferranti - Int'l Publishing Svcs.

ONE YEAR

Julie Fowler - IDC U.K.
Per Lejoneke - IDG Sweden
Lars Franzén - IDG Sweden
Bethany Baller - Macworld
Tim Greene - Network World
Denise Drane - Computerworld
Colleen Rainsberger - IDG Books
Dolores Carrillo - IDG Books
Lauri Hart - IDG Books
Bo Andersen - IDG Denmark
Jette Søe - IDG Denmark
Greg Croy - IDG Books
James O'Donnell - IDG Newsletters

FY95 THIRD QUARTER CHAIRMAN'S ACHIEVER WINNERS NAMED

The Chairman's Achiever Program was established in 1992 to recognize the outstanding contributions of IDG employees around the world. The Chairman's Achiever Award is given to one winner and two runners-up chosen from among those nominated during the quarter. Winners are selected for outstanding creativity, dedication and excellence in carrying out their responsibilities. The winner receives dinner for two and an engraved clock; runners-up receive an engraved clock.

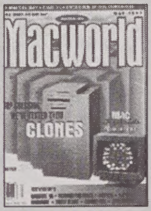
WINNERS	**RUNNER-UP**	**RUNNER-UP**
Jennifer Rizzo (U.S.) and Gill Warren (U.K.) IDG Marketing Services	Daniel Maier Computerwoche Verlag GmbH	Zvonimir Lepusa Computerwoche Verlag GmbH

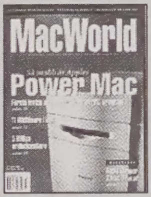
SEPTEMBER PROFIT MARGIN REPORT: MACWORLD PUBLICATIONS

Top Third 1	Macworld Australia Macworld Italy Macworld Sweden	Macworld Switzerland Macworld U.S.
2 Middle Third	Macworld U.K. Macworld Turkey Macworld Netherlands	Macworld Norway Macworld Spain
3 Lower Third	Macworld Germany Macworld Japan Macworld France	Macworld Mexico Macworld Denmark

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Accounting Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK





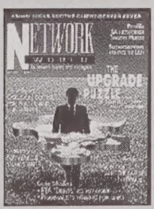
Macworld Australia logged the highest profit margin for September FY95, while *Macworld Sweden* reported the greatest improvement in profit margin for September FY95. The highest year-to-date profit margin was reported by *Macworld Sweden.*

SEPTEMBER PROFIT MARGIN REPORT: COMMUNICATIONS PUBLICATIONS

Top Third 1	Network World Australia Networking (Italy) Réseaux & Telecoms (France)
2 Middle Third	Network World (U.S.) LAN Magazine (Netherlands) Nätverk & Kommunikation (Sweden)
3 Lower Third	Comunicaciones World (Spain) China Computer & Communications

Each month IDG's wholly owned publications submit detailed financial information to IDG's Corporate Accounting Group in Framingham. A summary of the profit margins for publications in each of IDG four core product lines — Computerworld, PC World, Macworld and Network World/communications — will appear in this space each week.

LEADERS OF THE PACK



LAN
MAGAZINE

Australia's *Network World* logged the highest profit margin for September FY95, while *LAN Magazine* in the Netherlands reported the greatest improvement in profit margin for September FY95. The highest year-to-date profit margin was reported by France's *Réseaux & Telecoms.*

OFF LINE

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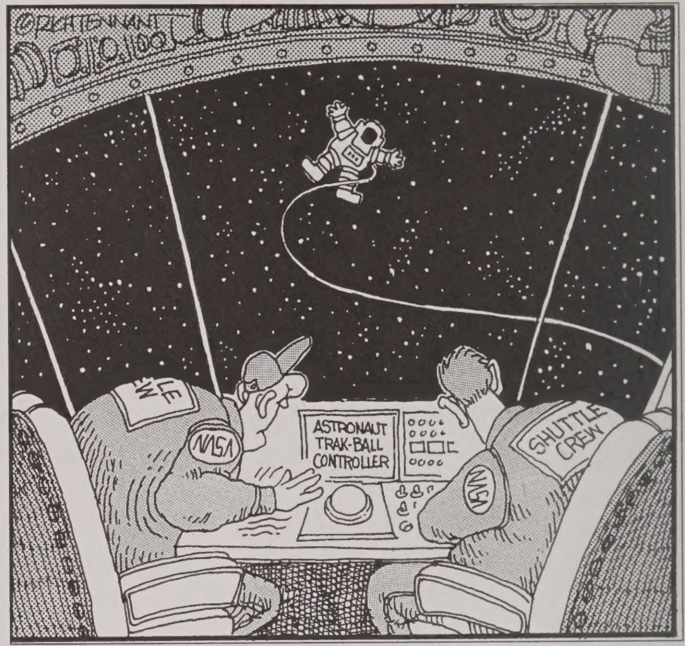
Version 2.0
More BYTE-ing Humor from The 5th Wave by Rich Tennant



It's that time again!

Create a brief caption for the cartoon at right and send it to *IDG World Update* by Tuesday, January 2, 1996.

The IDG employee with the most humorous submission will have a choice of receiving either a copy of Rich Tennant's newest book of cartoons, *Version 2.0,* or an "Off line" T-shirt imprinted with an original Rich Tennant cartoon. Honorable mention winners will receive an *IDG World Update* key chain or pencil sharpener.

Fax your creations to 617-423-0712, or E-mail them via Lotus Notes (World Update) or via the Internet (world_update@idg.com.)

Have fun!

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 49

December 4, 1995

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PAGE 7

IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

Improving Efficiency Tops Managers' Agenda

IDG business unit leaders from around the globe gathered recently for the 18th annual IDG Worldwide Managers Meeting on the island of Maui. The group reviewed the results of 1995 and compared best practices in the relentless quest to make IDG customers more successful.

IDG produced record profits in FY95 despite the large impact of rising paper prices worldwide. Most business units have now taken steps to control paper costs and expect a good year in 1996. Most managers report they expect to be operating in improving economic environments in the next year.

Many workshops during the three-day meeting focused on areas where business units can improve their efficiency, such as rate cards, sales and marketing, paid circulation, controlled circulation, newsstand sales and paper and production.

IDG managers share their best ideas of 1995. Page 4.

IDG Chairman **Pat McGovern** concluded the meeting with his thoughts on the future of IDG into the next millennium. Though the meeting featured much discussion of new competitors in the market, McGovern sounded his familiar wisdom: "stay close to the customers and success will surely follow."

IDG's Top Performers Worldwide Earn Chairman's Awards

EYE OF THE ISLANDS PHOTOGRAPHY

IDG BOOKS PRESIDENT AND CEO JOHN KILCULLEN HOISTS THE CHAIRMAN'S CUP *after being presented with the award for overall management excellence for 1995. Standing with Kilcullen are (left to right): IDG Chairman* ***Pat McGovern****, guest speaker Steve Berglas, IDG Books Exec. VP* ***Steve Berkowitz*** *and IDG President* ***Kelly Conlin****.*

The 1995 Chairman's Awards, the most anticipated element of the annual IDG Worldwide Managers Meeting, recognized an array of top publishing performers from all corners of the globe.

The Chairman's Cup for Overall Management Excellence went to **John Kilcullen**, president and CEO of IDG Books Worldwide. IDG Books' achievements during the year were many and included:

More Chairman's Awards winners. Page 8.

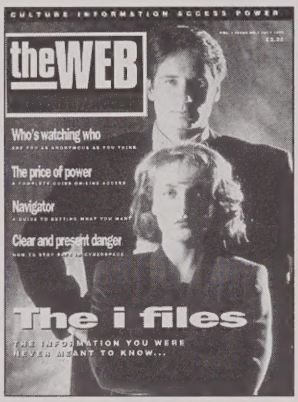
- FY95 revenues of $70 million, $24 million over FY94 revenues and a 27% increase over budget.
- Operating profits of $13 million, a 120% increase over prior year results and an 81% increase over budget.
- Recognition by *Advertising Age* as one of the top marketers of the year in the U.S., across all industries and across all companies.
- Identified new market segments to continually expand its success.
- Adjusted management strategies and business structure to adapt to the rapid growth of the company.
- Instituted proactive expense controls to adjust to marketplace changes.

IN BRIEF

The Web Extends Reach to over 400,000 with Supplement in U.K. Daily

With a special supplement in one of the U.K.'s most authoritative daily newspapers, *The Web* is the country's first Internet title to reach an audience of over 400,000.

The 16-page supplement featuring highlights from the January issue of *The Web* will run in the December 4 edition of *The Independent.*


CULTURE INFORMATION ACCESS POWER
theWEB
Who's watching who
ARE YOU AS ANONYMOUS AS YOU THINK
The price of power
Navigator
A GUIDE TO GETTING WHAT YOU WANT
Clear and present danger
The i files
THE INFORMATION YOU WERE NEVER MEANT TO KNOW...

The supplement, with sample leaders, listings and features including an exposé on the international arms trade, the global obsession with serial killers and the art of looking for work on the Web, will actually debut after the January issue of *The Web* hits newsstands on November 30.

"The *Independent* supplement simply reinforces the fresh approach championed by the *The Web* and will hopefully spotlight the title within a massively expanding market," said Managing Editor **Paul Austin**. "*The Web* has been designed to take the technophobia out of the Internet and reflect the new media as it really is, not as so-called 'gurus' would have us all believe it should be."

IDG Media launched *The Web* — billing it as the "ultimate listings magazine detailing what's new and what's where on the Internet" —last August. The magazine has a print run of 60,000 and can be accessed on the WWW at http://idg.co.uk/theweb.

GLOBAL OPPORTUNITIES FOR THE WEB

Managing Editor Paul Austin is interested in initiating global syndication of *The Web* — "After all, nothing travels better than the Internet," he said.

Any IDG country managers or licensing professionals interested in seeing a copy of the magazine, the supplement and a media pack can contact Austin at tel: +44 1625 878888; fax: +44 1625 850652 or E-mail: paul@idg.co.uk.

Indian Licensee Launches Second Title in Four Months

Media Transasia, IDG's New Delhi-based licensee, has launched its second publication in a four-month time period. *Information Systems Computerworld* joins *PC World* in the Indian publishers' lineup.

INFORMATION SYSTEMS
COMPUTERWORLD
WINDOWS 95:
100,000 Win 95 users within one year!
Will Windows 95 Kill OS/2?
SOUND OFF!
Yes!
No!
COMPAQ, WIPRO, TOP CW SURVEY
Fire brands:
The micro hit parade

In the November inaugural issue, Publishing Director **Murli Menon** describes his newest project: "...it isn't just a magazine or newspaper. It's a movement. A revolution. A concept that has radically changed the way industry and businesses use and implement information systems in their places of work...worldwide."

According to Menon, the IS market is one of the fastest growing markets in the country and the liberalization of the Indian economy has caused companies to deploy information technology to streamline business and generate revenue.

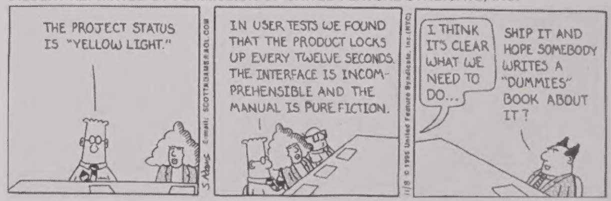
Menon feels *Information Systems Computerworld* fills an important niche in his country, as "business influencers in India's large and medium-size companies typically account for more than two-thirds of all IT investment in rupees."

ISC includes a hefty dose of local coverage to provide its with readers "native" IS information. Menon emphasizes that the intention is not to simply reproduce *Computerworld* U.S. in India, but to address more of the concerns of the local readership.

The launch cover of the fortnightly publication is devoted to Windows 95 and *ISC* Editor **Vinita Chawla** editorializes the Microsoft stir in her Viewpoint column.

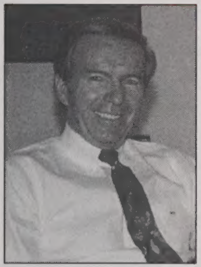
Dilbert Does 'Dummies'

DILBERT REPRINTED BY PERMISSION OF UNITED FEATURE SYNDICATE, INC.


THE PROJECT STATUS IS "YELLOW LIGHT."
S. Adams E-mail: SCOTTADAMS@AOL.COM
IN USER TESTS WE FOUND THAT THE PRODUCT LOCKS UP EVERY TWELVE SECONDS. THE INTERFACE IS INCOMPREHENSIBLE AND THE MANUAL IS PURE FICTION.
11/8 © 1995 United Feature Syndicate, Inc.(NYC)
I THINK IT'S CLEAR WHAT WE NEED TO DO...
SHIP IT AND HOPE SOMEBODY WRITES A "DUMMIES" BOOK ABOUT IT?

IDG BOOKS WORLDWIDE'S REMARKABLY SUCCESSFUL *product line was recognized in this Dilbert cartoon, which appeared in U.S. newspapers on November 8, 1995.*

ON LINE



BILL MURPHY

The president and CEO of IDG World Expo is this week's columnist.

IDG World Update readers are used to seeing Bill Murphy answer questions in this space related to his previous role as IDG's chief financial officer. During the past few months, as he works his way toward retirement, Bill has taken on new responsibilities and addresses some of those issues here.

What do your new exposition-related responsibilities involve?

When the "old" World Expo Corp. was downsized there were two specific areas that had to be addressed and for which I'm responsible. First, in the transition we outsourced many of the activities that had been carried out at WEC, not only in the U.S., but in Germany as well. This required extensive contract negotiations as well as disposition of fixed assets, leases, etc.

Second, and more importantly, I have been working with the business unit presidents on new expo opportunities. More specifically, I worked with [Infotainment World President and CEO] Pat Ferrell on the Electronic Entertainment Expo (E3) in resolving numerous contractual issues and developing a long-term contract with the Interactive Digital Software Association (ISDA), co-producer of the expo. We are now working on taking E3 to several foreign countries. In September of this year we made a presentation to the Interactive Multimedia Association and were awarded a contract to co-produce an expo (IMA Expo) with them. We think it will be as large as E3, and it will also be globalized.

How do you see IDG's revenues growing in the expo arena?

Revenues of World Expo Corp. have been relatively static for the last three years, plateauing at around $45 million. In FY96 we are forecasting revenues for the old WEC activities, E3 and the IMA Expo at over $70 million. If you add in all of the other expo and conference-related activities that take place in the various business units around the world, you quickly get to more than $100 million in revenues.

Considering some of the discussions taking place with business unit presidents on new expo ideas, I can see revenues from expo and conference-related activities growing dramatically in the years ahead.

What is IDG's relationship with MHA Event Management (formerly Mitch Hall Associates)?

MHA Event Management is an independent expo management company. On behalf of IDG, MHA has for 14 years sold, promoted and managed the MACWORLD Expo shows in the U.S. When outsourcing the World Expo activities, IDG naturally looked to MHA to handle ComNet sales and show management. MHA is also managing the E3 and IMA Expo events in the U.S. under a contract from Infotainment World.

Will any of IDG's events have their own Global Product Support Centers?

There is a ComNet Global Product Support Center in Framingham run by Vice President/Conference Programs Janet Morita that provides support for the ComNet show in the U.S. as well as all non-U.S. ComNet events. She can be reached at tel: 508-820-8611.

Pat Ferrell is in the process of setting up a Global Product Support Center for E3 to support shows outside of the U.S. The support is primarily in the form of promotion and conference support. As you may know we have recently announced E3/Tokyo and have plans to announce E3/Europe and E3/Singapore. No doubt this support center will grow as we globalize other expos and conferences.

How will Softbank's acquisition of ZD Expos affect IDG-related shows now in the market and our plans for future expositions?

IDG's events do not compete directly with Softbank events. In fact, what we have found is that groups like the IDSA and IMA are looking not to be part of the thundering herd at Comdex but to differentiate themselves with their own expos. I might add that in joining up with IDG, each association had to provide IDG with a guarantee that their members would sign up for a substantial amount of floor space, thereby ensuring a successful first-time event.

New IDG shows in the planning stage do not compete with Softbank events. Rather, they are in niche areas that can be much better served with a highly focused stand-alone event directed at a targeted audience.

How will concepts for new events be developed from now on at IDG?

It has become clear that ideas for new events should originate with the people closest to the clients and who are also the content producers, namely, the business unit presidents. Looking at Pat Ferrell's E3 or IMA Expo, both were developed as a result of close contact with his clients. The same is true of [CIO President] Joe Levy's CIO Conference and WebMaster Perspectives, two conferences he developed to serve the needs of readers of both *CIO* and *WebMaster*.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Please contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes. Or, address correspondence to IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA.

IDG Managers Share Best Ideas of 1995

Each year, attendees at the IDG Worldwide Managers Meeting are asked to submit, in writing, one or more of the best ideas their business units have implemented during the year to boost sales, increase profitability, enhance customer contact or otherwise improve operations. Below is a sampling of those ideas.

BEACH

Every CEO of every business unit at IDG should identify a core of "lead" customers and spend a good portion of his/her time with them each year asking a very simple question: "What can (name of business unit) do to make you more successful?" There are two sets of lead customers: advertising customers and reader customers. Too often, business unit managers let their staff schedule their time in the field. As leaders of our units, we should all proactively work hard to develop our own set of "lead customers" and bond with them as often as we can.

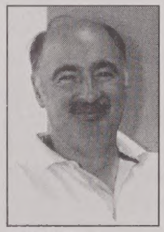
- ***Gary Beach****, president and CEO, Computerworld*

At *Computerworld* U.S., we are successfully partnering with other publications. These publications are closely aligned to our field but do not duplicate the strengths of our publication. In the custom publishing area, we have partnerships with *Network World*, *Software Magazine* and *Manufacturing Systems*. All of these publications supply a portion of, or their entire circulation as part of an expanded distribution of a unique editorial product devoted to a topic that will benefit both publications' bottom line. The benefits of these kinds of projects are that you can control the publication date based on ad sales — if you do not hit your target you do not publish. Both partners' sales forces sell the project. You can provide added reach without investing the large sums of money to build new circulation.

- ***Kevin McPherson****, publisher, Computerworld*

Hold events where users can demonstrate the applications that they have built to other users, developers, vendors and the press. Users welcome the recognition and visibility and the vendor community has the opportunity to meet the best, most innovative users of technology.

- ***Steve Woit****, executive vice president, Computerworld*


CONNELL

Our great idea (admittedly poached) was to have a three-day, off-site Executive Retreat. The aim was to build team awareness, exchange information, problem solve and provide outside presenters to challenge our thought process. Almost immediately after the retreat, one could see better cooperation and exchanges of opportunities from one division to another. The retreat improved the overall perception of the company's desire to involve our team in the decision-making process.

- ***Jim Connell****, president and CEO, Connell Communications*

MOLASKI

One of the problems we faced last year was a misperception of performance between our sales and research staff. Sales perceived that research was taking too long to answer clients' questions. At that time, we had a system in place to measure our response times, but the results were not being published to the company. We began publishing the results via E-mail on a monthly basis. Two positive things happened; first, performance increased from the reserach staff because they knew the results were being published and they wanted to look good in the eyes of their peers; second, communication and teamwork increased between the departments because sales could see that research was being responsive. We found that by publicizing the results of different performance measures to the entire staff, we could motivate staff and resolve many interdepartmental issues.

- ***George Molaski****, president, IDC Government*

Our great idea is to partner with trade associations for expos, giving ownership to entire industries (E3, IMA Expo, etc.)

- ***Pat Ferrell****, president and CEO, Infotainment World*

MARTIN

InfoWorld launched the "InfoQuote" reader response system, enabling readers to request volume quotes for multiple systems orders. This "request for proposal" program will start as a combination faxback and electronic system. Within six months, this will be an entirely electronic system using the Internet to direct these reader requests directly to the vendor within merely a few hours of the request being made — including reader demographic information attached for vendor purposes.

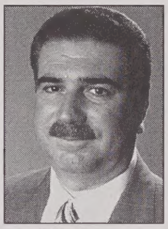
- ***Jim Martin****, president and CEO, InfoWorld*

For IDG publications to maximize international advertising in their editions, they need to build relationships with every IMS office around the world. This means sending current rate cards, circulation date, copies of each local edition and local market competitive data to every IMS office. With the exception of the actual editions, this information can be sent in a group E-mail addressing each IMS office, sparing the work and expense of voluminous overseas faxing. If a competitor to a local IDG title is getting international advertising that the IDG publication is not getting, the IDG publisher might send copies of the ads appearing in his/her competitor to the IMS office responsible for that particular advertiser. This is an especially effective way to help IMS target opportunities in local markets.

- ***Tim Clarke****, VP/licensing, International Publishing Services*

Macworld took advantage of being able to deliver a high volume of new active buyers through the Apple Card-in-the-Box program in addition to new subscribers and newsstand buyers to develop a specialist revenue generating program. The "ploybase" program gave direct selling advertisers the opportunity to attach a catalog with select copies of *Macworld*. Two versions of the program were devised, one for subscribers and the other for newsstand buyers. The advertiser pays all incremental costs associated with the bundling of the catalog in addition to a profit of betwen $25 to $50 per catalog insertion. The subscriber program currently generates around $50,000 profit per month and the newsstand program around $25,000. *Macworld* anticipates an incremental profit of around $1 million in 1996 as a result of these programs.

*- **Colin Crawford**, president and publisher, Macworld*



MARINO

Our goal of expanding *PC World*'s top 10 to 20 has moved *PC World* into the No. 1 position in the industry in IT product coverage. Due to this expansion, *PC World* now covers more PC products in a month than our nearest competitor, *PC Magazine*, even with their two issues per month. All this has led to a huge increase in perception by both product managers as well as advertisers.

*- **Rich Marino**, president, PC World Publishing*

Here are three ideas:

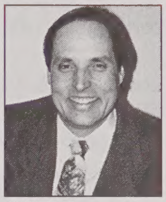
Mini quizzes. One special benefit of online publishing is the ease with which readers can respond. Staying close to our reader, means, in addition to a reader quiz on a current topic in each issue, adding a mini-quiz at the end of each and every story in *SunWorld Online* (*SWOL*). They're kept extremely simple: "What did you think of this story? Excellent/OK/Poor/ Too Long/Just Right/Too Short." It's not scientific but lets our editors take the pulse of the readers on an on-going basis.

McCARTHY

Electronic tearsheets. Our technical editor, David Burnette, has set up a program that automatically sends an E-mail message each month to the Webmaster of every vendor whose product was announced in our New Products section, thus alerting the vendor that their product has been mentioned and asking them for a backlink to our site. We have found many of the Webmasters highly receptive to the suggestion.

Activity reports. *SunWorld Online* is finalizing a procedure for producing semi-automatic reports of activity for advertisers. Reports, provided to the advertisers weekly, show "impressions" (number of readers of a page on which an ad appeared) and "hits" (number of readers who clicked on that ad to go to a staging/buffer page or to the vendor home page). While our advertisers are able to see much-increased activity at their home sites because of the ads in *SWOL*, the statistics help further support their decision to advertise in this new media, while the need to analyze the results (which are open to broad interpretations) keeps us in touch with our advertisers.

*- **Mike McCarthy**, editor-in-chief and publisher, SWOL*



GABLE

Since there are no standard economic indicators for the electronic publishing market, we decided to create our own. Using a simple, custom Web application, we are gathering the stock prices of major advertising clients, which are available online through a number of sites around the world. Daily, weekly or monthly reports will be automatically compiled with this data and an "index" or "average" obtained. The information will be posted on our own Web site and shared with our clients by E-mail so they can evaluate not only the general health of the market but see their performance in comparison to other companies in the field.

*- **Gene Gable**, president and publisher, Publish*

Our great idea was to do nothing differently to *Macworld*. Despite a shrinking base of advertisers and a disappointing result in FY94, we stayed our course, continued selling the advantages of our title and saw a dramatic reversal of its profits and revenues this year. *Macworld* still has life in it and, in fact, just saw record ad revenues in the current issue.

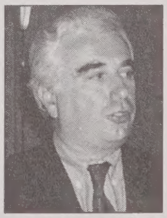
*- **Don Kennedy**, managing director, IDG Australia*

In *PC & MAC World Bulgaria*, we offer special classified rates to Bulgarian companies when they advertise software applications they themselves have developed. Launching the *PC & MAC World* Software Exchange not only reflects IDG Bulgaria's interest in promoting legal software usage, but it also has proved to be a powerful marketing tool. It has brought about 20 new advertisers to the magazine, most of them with annual advertising contracts. The Exchange also paved the way for the greatest hit for IDG Bulgaria in 1995. This was a joint effort between the magazine and 11 software companies to cosponsor a booth at Bulgaria's biggest annual IT show, the Autumn Plovdiv Fair. The companies claimed to have sold as much software during the five-day show as they normally sell during a two-month period, and even greater sales were predicted following the Fair.

*- **Tatiana Hinova**, managing director, IDG Bulgaria*

This year we started wrapping *China Computerworld* in plastic bags. At first, we only printed our title on the bags and they were quite expensive. Then we began selling space on the bags to advertisers. Because the bag is the first things every *China Computerworld* reader sees, advertisers were interested. Now, we not only cover our costs, but have begun to make a profit from this new business.

*- **Shen Yao**, general manager, China Computerworld*



CHAUSSONNIERE

In April, we launched a weekly newsletter, *Distributique Hebdo*, to complement our monthly magazine *Distributique*. Contrary to standard newsletters, *Distributique Hebdo* has a large circulation and a small subscription price, since the majority of revenues comes from advertising pages. Although circulation is the same as the monthly (9,000), ad prices are very low ($2,000 vs. $6,000 on the monthly). Advertisers appreciate this attractive rate and the excellent visibility of their ads (the number of ads is limited). Costs are kept low with only one journalist dedicated to the product. We

• CONTINUED PAGE 6 •

GREAT IDEAS

continued from page 5

started with 12 pages including two ad pages. Today, we have 20 pages, eight of which are ad pages. In October we launched a second weekly newsletter dedicated to the retail channel. Expected revenues for these products in FY96 exceed $1,000,000.

- ***François Chaussonniere**, managing director, IDG France*

A major concern this year has been increasing newsstand sales of *PC World Hong Kong*. One way to increase sell through is to include disks or CD-ROMs with each copy, but the costs involved, as we have heard from fellow IDG companies, can be great.

First we did a faxback questionnaire in *PC World Hong Kong* to gauge the usage of CD-ROMs among our readers. To ensure a good response, we arranged with a leading software manufacturer for the first 500 respondents to receive a copy of ClarisWorks for Windows. From the replies, we saw that 78% used CD-ROMs at home, while 37% used them in the office. After selecting a local manufacturer, we placed an initial order for between 7,000 and 8,000 CD-ROMs per month. The first three will feature: utilities, games and multimedia/education. The final cost for each CD, including the programming, duplication plus the plastic wrapper is US$0.78. We also increased the newsstand price of issues containing the CD-ROM by US$1.16; subscription prices for *PCW/HK* also reflect this increase. Newsstand sales are up by 108% since May.

One feature that is unique to these CD-ROMs is that the first time they are played, the user must go to the IDG box. This carries an introduction to IDG, using film clips from the IDG Marketing Services video in which [Microsoft Chairman] Bill Gates and other industry heavyweights speak about IDG. Also included are information and subscription forms for our publications and bulletin board service.

- ***Melvyn Bennett, Micaela de Almeida,** co-managing directors, IDG Hong Kong*

BÍRÓ

We've tried several new ideas: 1) Special discounts for first-time advertisers — up to 12% for the first three months. 2) For a small fee, we will provide clients with color reprints of their ads to use as hand outs or for direct mail. 3) In January we will launch a client newsletter focusing on ways IDG Hungary can help customers be successful. 4) Four times a year, we invite two representatives of our top clients to a dinner with an editor and a sales person from IDG Hungary. 5) We include our advertising rate card on the IDG Hungary home page.

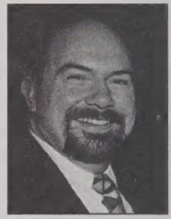
- ***István Bíró**, managing director, IDG Hungary*

This year we began producing and broadcasting a 30-minute television quiz program called Komputeria (Computer Fun). We produced 13 episodes that are running Sunday mornings from October through December. Our sponsor, Hewlett-Packard, covers production costs and provides prizes for the winner of the quiz. On-air advertising sales cover the air time costs. Home viewers may also participate by sending their answers on a coupon provided in our magazines. The goals of the TV program are threefold: to increase computer literacy in our country, to enhance the image of our magazine and to increase our circulation. Circulation for the October issue was 21,000, up 1,000 copies from September.

- P.M. Winarno, executive editor, Infokomputer (Indonesia)

PC Today is a new online service launched by IDG Japan this year. In 1994, we launched a daily news service called *Computerworld Today*, in which news is delivered to subscribers via fax or the Internet. Each weekday, *CWT* subscribers receive three pages of news summaries and headlines. If readers want to read the full text, they may access a database to retrieve the entire story. The database is only accessible to subscribers who pay $160/month plus $.0.30/minute in access charges. *PC Today*, on the other hand, is available to the public. All PC-related information that has appeared in *Computerworld Today* is stored in a separate online service database. Any online service user may access *PC Today* by typing: GO PC TODAY. The charge is $1.80 per minute and we split the revenue with the database provider.

- ***Kozo Hiramatsu**, president, IDG Communications Japan*



TAYLOR

We repackaged a seminar that had been run by *Network World* as part of its Technical Seminar Series. We localized the program and the promotion, brought over the U.S.-based speakers, and put together a sold-out two-day event that proved very profitable. We are currently working with *Network World* and IDG International Publishing Services to internationalize other successful seminars and are trying to organize multi-city and multi-country tours of the seminars to reduce cost and increase total revenue from these events.

- ***Martin Taylor**, managing director, IDG New Zealand*

SZOT

In May we produced a cover mount for our *PC World* publication. It was a CD-ROM containing an OS/2 demo, and we sold 8,000 extra copies of the issue. Returns from the newsstand dropped to a record 5.5%. Beginning in November, we will do a quarterly CD-ROM supplement. Despite the fact that we had to increase the cover price and that the print run was increased from 10,000 to 50,000 copies, in the second week on the newsstands it was virtually impossible to buy a copy of *PC World* on the streets of Warsaw.

- ***Kazimierz Szot**, general manager, IDG Poland*

In September we published *Computer Sweden* twice a week as the influx of recruitment ads was very high and these ads would otherwise have been placed in the dailies. We will do the same in February-May 1996 during the high season of recruitment ads.

- ***Bengt Marnfeldt**, general manager, IDG Sweden*

To increase newsstand sales, we created a set of mini-*For Dummies* booklets, which we used as cover mounts on *PC*

All Sales, Marketing and Research Professionals are invited to the

IDG IT MARKET INTELLIGENCE BRIEFING SESSIONS

Gain insight into current IT market trends and vendor strategies from IDC industry experts and learn how you can use this new information to your advantage. Once again, Martha Stephens, VP of Human Resources, and Don Best, IDC's Group VP of Sales, have teamed up to provide IDG employees with critical market information.

Session Overview:

The strategies of key vendors competing in the enterprise and desktop markets will be examined. The focus will be on the strengths, weaknesses, threats and opportunities of key competitors in the areas detailed below. A special "Hot Topics" segment will cover the Internet, Multimedia, and Wireless Computing trends and applications.

Enterprise
- Systems (PC's, servers, storage)
- Software (tools, database, applications)
- Networks (LAN's, WAN's, services, equipment)

Desktop
- Hardware (PC's notebooks, printers, PDA's)
- Software (applications, OS, workgroups)

Hot Topics
- Internet
- Multimedia
- Wireless Computing

Managers Workshop

A Managers Workshop featuring the IDC experts will be held over lunch to discuss ways to leverage market knowledge within IDG. Don Best from IDC and an expert from MSD will share "success" stories highlighting comprehensive marketing plans with key clients.

Program Dates:

East Coast: **Thursday, January 11, Doubletree Guest Suites Hotel, Waltham, MA**
West Coast: **Thursday, January 18, Westin St. Francis Hotel, San Francisco, CA**

Sessions run from 8:30 am - 5:00 pm and include lunch

Program Fee:

A fee of $150 per participant will be charged to cover speaker fees and travel expenses.

Registration:

To register, please fill out the form on the back of this page and return it to Liz McGill, IDG Human Resources as soon as possible, as space is limited. Registration deadline is December 18, 1995.

Please call Liz McGill at (508) 935-4514 with any questions, feedback or registration information.

Please copy this form for multiple registrations

IDG Market Intelligence Briefing Session
Registration Form

Name:______________________________

Title:______________________________

Company:______________________________

Phone & Fax:______________________________

Email/Internet Address:______________________________

Manager:______________________________

Account Number (for chargebacks)______________________________

please check one:

______January 11, 1996, Waltham ______January 18, San Francisco

Space is limited. Please return your registration form immediately to guarantee enrollment. Confirmations and agenda will be mailed to all enrollees.
Registration Deadline: December 18, 1995

Please fax/email/mail to Liz McGill, IDG.
Phone: (508) 935-4514 Fax: (508) 935-4600
cc:mail: mcgill, liz Btalk: l.mcgill Internet: liz_mcgill@idg.com

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IDG Market Intelligence Briefing Session
Registration Form

Name:______________________________

Title:______________________________

Company:______________________________

Phone & Fax:______________________________

Email/Internet Address:______________________________

Manager:______________________________

Account Number (for chargebacks)______________________________

please check one:

______January 11, 1996, Waltham ______January 18, San Francisco

Space is limited. Please return your registration form immediately to guarantee enrollment. Confirmations and agenda will be mailed to all enrollees.
Registration Deadline: December 18, 1995

Please fax/email/mail to Liz McGill, IDG. Phone: (508) 935-4514 Fax: (508) 935-4600
cc:mail: mcgill, liz Btalk: l.mcgill Internet: liz_mcgill@idg.com

IDG Job Opportunities Update
Monday December 4, 1995

ADMINISTRATIVE ASSISTANT (CIO)
This position requires a person with publishing and administrative background to provide day-to-day operational support in our busy 25 person editorial department. Must be computer literate on Macintosh platform with knowledge of MS-Word and Filemaker. Excellent telephone, project management and customer relations skills are necessary. Prior administrative experience in a fast paced environment is a must.

DESKTOP SUPPORT SPECIALIST (IDC)
Work with the IS Operations Group to Provide Mac and PC hardware, software and network support, including configuration, installation and repair for internal users on a Novell 3.1x network. Responsible for administrative functions for Novell network and IDC E-Mail. Additional responsibilities include: replacing parts, installing new equipment, end-user training, and troubleshooting. Also support users of the following applications: Macintosh OS, Windows, Excel, Word, cc:Mail, Lotus Notes. Requires 2-4 years' experience in PC Desktop support; 1-2 years' network and e-mail administration, and a B.S. in Computer Science or equiv.

ADMINISTRATIVE ASSISTANT, Dummies Press (IDG/B)
Will provide general administrative support and perform special projects as needed involving collection of data, analysis and reports. Requires a minimum of 2 years' administrative experience with proficiency in computers (Macintosh) and thorough knowledge of MS Word, Excel and E-Mail for Mac. Familiarity with FileMaker Pro and Powerpoint databases helpful.

CHANNEL SALES MERCHANDISING REPRESENTATIVE (IDG/B)
Act as a liaison between IDG and book store Account Representatives and Account Buyers (CompUSA, Computer City, Software Etc., Babbages, Taylors, ProTech). Will report bi-monthly on database of total title mix, percentage of IDG titles by press, IDG title availability and stocking levels as well as on competitors promotions and events. Minimum 3 years sales experience required. Position located in Dallas, TX.

EDITORIAL ASSISTANT (IDG/B)
Assist the Managing Editor with administrative and editorial duties. Also assist in formatting chapters, conduct research for upcoming titles and help prepare reports. Degree in English required with proficiency in computers (Macintosh) and thorough knowledge of MS Word, Excel and E-Mail for Mac. Familiarity with FileMaker Pro and Powerpoint databases helpful.

IDG Job Opportunities Update
Monday December 4, 1995

CHANNEL SALES AND MERCHANDISING REPRESENTATIVE (IDG/B)
Will present / sell frontlist titles to Ingram's buyers and liaison with their advertising department. Coordinate between Indirect Channel Sales Merchandising Representative on indirect accounts mix title selections. Research competitors categories, titles, prices and sales information as requested by IDG's publishers. Provide management with regular reports regarding customers, territory sales revenue and costs. Also provide management with information on competing companies. Minimum 3 years sales experience required. Position located in Nashville, TN.

TRADESHOW MANAGER (IFTW)
Primary responsibility is to oversee all strategic and tactical aspects of high-tech tradeshows, conferences, and seminars. Other responsibilities include: manage, negotiate and secure properties (convention centers, hotels/housing); select and manage third-party vendors and union staffing, and act as primary liaison between partners, exhibitors, and customers. Also responsible for developing exhibitor services policies, processes, and materials; managing all aspects of tradeshow floor; extensive forecasting and budgeting; and on-site event production. Candidate must have 6+ years hands-on trade show management and planning experience, preferably within the high-tech/computer industry. Strong negotiation skills essential.

ORDER ENTRY REPRESENTATIVE, Part-time (IFTW)
The person in this position will be responsible for data entry for the Strategic Publishing Group, including order and invoice processing. Experience in bookkeeping, order/data entry or Accounts Receivable required. This ideal candidate is extremely customer service-oriented and contentious, with a keen eye for detail. Experience and comfort with computer database systems required. This position will be 25 hours per week.

ADVERTISING SALES MANAGER, Infoworld Electric (IFW)
Responsible for all advertising sales functions for InfoWorld Electric, our Internet-based publishing business. Will establish strategic advertising/marketing partnerships with key customers, and will manage all aspects of our relationship with advertisers for IFW Electric. In addition, will sell advertising. The successful candidate will have 3-5 years' advertising sales experience in IT publishing, and must be familiar with "web" technology.

ADMINISTRATIVE ASSISTANT (MAC)
The candidate for this position will provide administrative support for a team of fast-paced telesales professionals. The ideal candidate must have 2 - 4 years experience in an office and/or sales environment, excellent organizational skills, adeptness with the Mac (Word, Excel, and Filemaker Pro), and the ability to juggle multiple priorities and meet deadlines.

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone	Fax
CC	Managing Editor, Computer Currents	Emeryville, CA	R.Luhn	(510)547-6800	(510)547-4613
CCI	Ancillary Products Administrator	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Graphics & Art Director	Cambridge, MA	J. Engel	(603)924-7271	(603)924-7013
CCI	Executive Editor	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Manufacturing/Production Expert	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Director	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CCI	Advertising Sales	Peterborough, NH	J. Engel	(603)924-7271	(603)924-7013
CIO	Administrative Assistant	Framingham, MA	A.Jones	(508)935-4315	(508)935-4600
CIO	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Account Executive	Fairfield, NJ	A. Jones	(508)935-4315	(508)935-4600
CIO	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CIO	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)935-4600
CW	Switchboard Operator	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Executive Assistant	Framingham, MA	C. Chupka	(508)820-8162	(508)879-3760
CW	Sales Assistant	Framingham, MA	C.Chupka	(508)820-8162	(508)879-3760
CW	Sales Associate, Client Server Journal	Burlingame, CA	L. Lehane	(415)347-0555	(415)347-8312
CW	Office Services Administrator	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Receptionist	Burlingame, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Sales Associate	San Francisco, CA	T. Lehane	(415)347-0555	(415)347-8312
CW	Graphic Designer	Framingham, MA	T.O'Connor	(508)820-8566	(508)879-3760
CW	Junior Designer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Senior Editor, Management and Storage	Framingham, MA	M.Johnson	(508)879-0700	(508)875-8931
CW	Senior Editor	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Senior Editor, Management	Framingham, MA	A. Alter	(508)620-7714	(508)875-8931
CW	Production Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Office Production Coordinator	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Online Layout Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Director of Telemarketing	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	Telecommunications Manager	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CW	Help Desk Technician	Framingham, MA	S. Brown	(508)935-4099	(508)935-4600
CW	Notes Developer	Framingham, MA	S. Brown	(508)935-4099	(508)935-4600
CW	Programmer / Analyst	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CW	MAC IS Support Specialist	Framingham, MA	S. Perry	(508)820-8160	(508)879-3760
CWDD	Marketing Database Specialist	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
CWDD	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	(508)820-8566	(508)879-3760
FCW	Administrative Assistant	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
FCW	Production Manager	Falls Church, VA	T. Guest	(508)935-4766	(508)935-4600
IDC	Sales Support Coordinator	Iselin, NJ	E. Martin	(508)935-4649	(508)935-4610
IDC	Office Manager/HR Liaison	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	P/T Library Clerk	Mt. View, CA	E. Martin	(508)935-4649	(508)935-4610
IDC	Desktop Publishing Operator	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Proofreader	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Copy Editor (2)	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Marketing Specialist, Corporate	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Consulting Production Specialist	Mt. View, CA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Manager, LPS	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Assistant, (PT)	Framingham, MA	E. Martin	(508)935-4649	(508)935-4610
IDC	Research Analyst	London, England	S.Frankle	(508)935-4132	(508)935-4610
IDC	Communications Consulting Manager	Framingham, MA	S.Brown	(508)935-4099	(508)935-4600
IDC	Manager, PC Distribution Channels	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Director, UNIX	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Senior Industry Analyst, Networking	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Senior Industry Analyst, Software	Framingham, MA	D. Miller	(508)935-4133	(508)935-4610
IDC	Research Analyst, Personal Systems	Mt. View, CA	D. Miller	(508)935-4133	(508)935-4610
IDC	Account Executive	Mt. View, CA	D. Bernardi	(508)935-4361	(508)935-4610
IDC	Desktop Support Specialist	Framingham, MA	D.Miller	(508)935-4133	(508)935-4610
IDC	IS Training Specialist	Framingham, MA	S.Brown	(508)935-4099	(508)935-4600
IDC	Research Manager, Unix & Server OS	Framingham / Mt. View	D. Miller	(508)935-4133	(508)935-4610
IDC/LINK	Information Specialist	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Senior Research Analyst	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDC/LINK	Research Analyst	New York, NY	S.Brown	(508)935-4099	(508)935-4600
IDG	Data Entry Clerk	Framingham, MA	T. Guest	(508)935-4766	(508)935-4600
IDG	Sales Assistant	Framingham, MA	P. Reilly-Lemire	(508)820-8919	(508)879-9519

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone	Fax
IDG	Administrative Assistant	Framingham, MA	L. McGill	(508)935-4514	(508)935-4600
IDG	Part-Time Bookkeeper	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Accountant	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	Senior Tax Accountant	Framingham, MA	S. Brown	(508)935-4099	(508)935-4600
IDG	HRIS Administrator	Framingham, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG	IS Consultant	San Francisco/San Mate	P. Fowler	(508)935-4796	(508)935-4600
IDG/B	Administrative Assistant, Dummies Press	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Administrative Assistant, Production	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Distribution Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Executive Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Inventory Coordinator	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Acquisitions Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Page Layout Technician	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Editorial Assistant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Reprint Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Technical Writer	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Project Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Proof Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Permissions Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Editorial Director	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Editorial Manager	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Copy Editor, Dummies Press	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Editorial Assistant, Dummies Press	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Editorial Assistant	Chicago, IL	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	On-Line Acquisitions Editor	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Copy Editor	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Developmental Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Acquisitions Editor	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Operations	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Associate Publisher	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Cost Accountant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Staff Accountant	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Manager, New Business Development	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, Public Relations	Foster City, CA	P.Levenduski	(415)655-3015	(415)655-3206
IDG/B	Quality Control Manager	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/B	Channel Sales Merchandising Rep	Dallas, TX	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep	Nashville, TN	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	On-Line Marketing Manager	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Direct Account Representative	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Executive Director, US Sales	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, National Accounts	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	Systems Specialist	Braintree, MA	P. Levenduski	(415)655-3015	(415)655-3206
IDG/B	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	(317)596-5222	(317)596-5240
IDG/CSC	Executive Assistant	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Presentation Assistant	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/CSC	Director, Business Analysis	Boston, MA	S. Brown	(508)935-4099	(508)935-4600
IDG/CSC	Financial Analyst	Boston, MA	P. Fowler	(508)935-4796	(508)935-4600
IDG/MSD	Business Manager	San Francisco, CA	P.Fowler	(508)935-4796	(508)935-4600
IDG/MSD	Public Relations Manager	San Francisco, CA	P.Fowler	(508935-4796	(508)935-4600
IDG/MSD	Manager, National Accounts	Stamford, CT	P.Fowler	(508)935-4796	(508)935-4600
IDG/MSD	IS Specialist	San Francisco, CA	P. Fowler	(508)935-4796	(508)935-4600
IDG/Newsletter	Customer Service Representative	Boston, MA	L. Connolly	(508)935-4791	(508)935-4600
IDG/Newsletter	Fulfillment Coordinator (PT)	Boston, MA	L. Connolly	(508)935-4791	(508)935-4600
IFTW	Order Entry Representative (PT)	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Customer Service Rep, Circulation	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Show Daily Editor	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Copy Editor, E2	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Book Editor	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Publisher, E2	San Mateo, CA	C. Yam	(415)286-2546	(415)349-5279

IDG Job Opportunities Update

Division	Title	Location	Contact Mgr.	Phone	Fax
IFTW	Tradeshow Manager	San Mateo, CA	K. Lynch	(415)286-2594	(415)349-5279
IFTW	Marketing Manager, Expos & Events	San Mateo, CA	S. Hollingsworth	(415)286-2599	(415)349-5279
IFTW	Account Executive, E2 On-Line	San Mateo, CA	J. Shepherd	(415)286-2530	(415)349-5279
IFW	Editor, Enterprise Team	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Reporter - Hardware	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Department Editor - Networking	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Assoc/Senior Editor - Desktop Systems	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Section Editor / Hardware	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Copy Editor	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Test Developer, LAN Team	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	Event Coordinator	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Media Research Analyst	San Mateo, CA	L. Schmid	(415)312-0669	(415)312-0668
IFW	Advertising Sales Manager	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IFW	Sales Associate, PT	Framingham, MA	E.Aronowitz	(415)312-0673	(415)312-0668
IFW	Test Developer, Communications	San Mateo, CA	S.Barnes	(415)525-3464	(415)312-0668
IFW	IS Manager	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IFW	Programmer Analyst	San Mateo, CA	D.Vieraitis	(415)312-0566	(415)312-0668
IMI NV	Editorial Director, IMI New Ventures	San Francisco, CA	E. Chittenden	(415)978-3306	(415)267-1732
ISG	Content/Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Network Administrator	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Administrative Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Content/Document Engineer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	SQL / Web Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
ISG	Web Generalist	San Mateo, CA	C. Neumann	(415)312-0501	(415)286-6799
IVI	Research Director	Falls Church, VA	M.Koethe	(508)935-4531	(508)935-4600
MAC	Administrative Assistant	San Francisco, CA	M.Chow	(415)978-3272	(415)442-0766
MAC	News Coordinator	San Francisco, CA	G. Gruman	(415)978-3176	(415)442-0766
MAC	Director of Online Development	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)978-3272
MAC	Publisher	San Francisco, CA	S. Ginenthal	(415)978-3203	(415)442-0766
MHA	Sales Account Manager	Norwood, MA	K. Quilligan	(617)440-2724	(617)440-0300
NW	Office Services Manager	Framingham, MA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	Graphic Designer	Framingham, MA	D.Volpe	(508)820-7472	(508)820-3340
NW	Senior Writer	Framingham, MA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	Advertising Director	Framingham, MA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	District Sales Manager	Sunnyvale, CA	M. Cornetta Brown	(508)820-7474	(508)820-3340
NW	IS/Web Site Assistant	Framingham, MA	D.Volpe	(508)820-7472	(508)820-3340
PCW	Administrative Assistant	San Francisco, CA	H.Martin-Mayer	(415)978-3302	(415)442-1891
PCW	P/T Project Coordinator	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Administrative Assistant	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Manager, Online Design	San Francisco, CA	N. Miller	(415)974-7338	(415)442-1891
PCW	Fact Checker	San Francisco, CA	A.Kandra	(415)978-3302	(415)442-1891
PCW	Executive Editor	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW	Senior, Online Editor	San Francisco, CA	C. Baskin	(415)267-1739	(415)442-1891
PCW	P/T Content Development Specialist (3)	San Francisco, CA	A. Block	(415)975-2640	(415)442-1891
PCW	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Chief Information Officer	San Francisco, CA	R. Willoughby	(415)978-3205	(415)974-7316
PCW	Adv. Director for Market Development	San Francisco, CA	J. Edman	(415)978-3250	(415)442-1891
PCW	Director, Business Development & Planning	San Francisco, CA	T.Gewecke	(415)978-3153	(415)442-1891
PCW	Director of Sales, Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	(415)978-3153	(415)442-1891
PCW	Account Manager	Chicago, Il	B.Carrigan	(415)978-7405	(415)442-1891
PCW	Western Advertising Director	San Francisco, CA	B. Carrigan	(415)974-7405	(415)442-1891
PCW/MMW	Editorial Assistant	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	Associate Editor, Reviews	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	Associate Editor, News	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
PCW/MMW	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	(415)267-1769	(415)442-1891
Publish	Account Manager	San Francisco, CA	F.Lee	(415)267-1722	(415)495-2354

MA Job Hotline (508)935-4406
CA Job Hotline (415)978-3100

IDG WORLD UPDATE's Local Loop

FOR SALE

•Nine-room, four-bedroom home in North Framingham. Pool, central air, hardwood floors, completely updated, beautifully landscaped. House is in move-in condition on double cul-de-sac (great for kids!) Property abuts state land and reservoir — bike, walk and cross-country ski from your backyard. $173,000.

- Kevin Normandeau, PC World, 508-370-0841

•Moving sale. Four maple bar chairs ($150); Oak dining room set with table, four side and two end chairs, hutch and china cabinet ($650); Panasonic room A/C, 6200 BTUs ($180).

- Deborah Winders, Network World, 508-820-7490

•Baby paraphernalia. Changing table, play yard, high chair, walker, infant car seat carrier with two bases, crib with mattress. All prices are negotiable.

- Nanci Farquharson, Network World, 508-820-7402

•1989 Toyota Corolla GTS sports coupe. 5-speed, loaded, immaculate, new brakes and clutch. All service records included. $5,800 or best offer.

-Sylvia Werthman, InfoWorld, 415-312-0568

•1992 Saab 9000CD Turbo sedan, Carrera white exterior/ taupe leather interior, sunroof, CD, alarm, all creature comforts, automatic. One owner, 47,000 miles, excellent condition in and out. $18,500 or best offer.

- Kelly Burke, Macworld, 415-978-3164

•1991 Toyota MR2. Dark blue, T-top, custom wheels, A/C, CD/cassette player, power windows/locks, 5-speed. Fun to drive! $10,800 or best offer.

- Shirleen McDougall, IDC, 415-962-6424

•Renovated four-bedroom Cambridge, Mass. town house. Fenced garden, parking. $230,000.

- Marian Blackwell, IDG News Service, 617-423-9605
marian_blackwell@idg.com

•Hayes Accura 144B+FAX144 Modem. Internal 14,400 bps modem has hardly been used. Bought for a desktop computer before owner discovered joys of a notebook. $75. Must sell!

- Amy Marks, IDG Books, 415-655-3197

•The Fall Creek Delta Boys - Out of Time. 11-song cassette of traditional American string-band music including tunes from the 18th through 20th centuries. $8 (plus $2 shipping and handling). To order, call 317-255-4049.

- Bill Barton, IDG Books, 317-596-5237

RENTALS

•Two-bedroom house on Lake Winnesquam. Sleeps six, new outlet mall up the street. 10 minutes to Gunstock ski area. Easy 5-minute access to Rte. 93 and the White Mountains. Cross-country ski or skate in your backyard. Available weekends, weekly or monthly.

-Mary Ann McAuley, IDG Research Services, 508-528-7066

•Hawaiian paradise. Keke Leo--Enchanting three-bedroom, two-bathroom home on Kuaui's beautiful north shore, 10 mintues from Hanalei Bay. Unique design with large master bedroom and spacious living room upstairs, two bedrooms downstairs. Wrap-around lanai with ocean and mountain views. 70 ft. from the ocean. Special rate for IDG employees and friends. Available weekly or daily over Christmas holiday (still some openings in Dec. and Jan.)

-George Clark, Macworld, 415-978-3301
George_Clark@macworld.com

SERVICES

•Yoga/stress management classes. Starting in November I'll be teaching a class one block from 501 Second Street offices in San Francisco. Wednesdays 5-6 p.m. Five years of teaching experience. IDG employees eligible for special rate of $8/ class. Contact me for more information and starting date.

- Alisson Walsh, Macworld GPSC, 415-974-7450
alisson_walsh@macworld.com

•Glaseman Consultants. Computer consultants and graphic design specialists.

-Keith Glaseman, 818-761-4245
Sheri Epstein, Electronic Entertainment, 310-286-3245

•CONTINUED ON BACK PAGE•

Send your ads in by Jan. 9 in order for them to appear in the Jan. 15 issue! (Coupon on back page.)

IDG WORLD UPDATE's Local Loop

MARRIAGES

•**Ellen Hersh** (IDC) married **Ted Julian** (IDC) in April. Ellen and Ted met in the library at IDC in Framingham.

BIRTHS

•**Lauren Hoffman** (InfoWorld) and her husband **Tom** (Computerworld) welcomed their daughter Alison Jill on Oct. 10. Alison weighed 7 lbs., 12 1/2 oz. and was 21 inches long.

HOFFMAN

•**Lisa Buckingham** (Macworld) decided that she'd had it with being pregnant and gave to this world Megan Marie Leak on July 7. Megan weighed 9 lbs., 12 1/2 oz. and was 21 inches long.

•**Tracy Pennell** (Network World) and her fiance Omar Ortiz welcomed Savannah Jean Pennell Ortiz on Sept. 5. Savannah weighed 7 lbs., 8 oz. and was 20 1/2 inches long.

•**Joe Mola** (Computerworld) and his wife Anne welcomed daughter Kelsey Anne on Oct. 25. Kelsey weighed 7 lbs., 9 oz. and was 20 inches long.

•**Christopher Cuoco** (Computerworld) and his wife Rebecca welcomed Alicia May on Nov. 16.

•**Derek Hulitzky** (Computerworld) and his wife Kelly welcomed a son, Alec, on Nov. 20. Alec weighed 7 lbs., 8 oz. and was 19 1/2 inches long.

A PICTURE'S WORTH A THOUSAND WORDS

If you would like to inclue a photo with your advertisement or announcement, please send it to World Update. Photos will be returned upon request.

We can accept color and black and white. Please do not send slides.

Please include the following in the next edition of the *Local Loop*:

(Circle one) For sale, for rent, wanted to buy, service, marriage or birth announcement

____

____

____

____

Your name: ____________________

Business unit: __________ Tel: __________

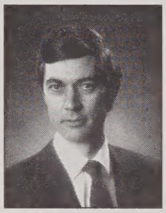
Mail or fax to:
IDG World Update
31 Milk St., Suite 210
Boston, MA 02109
fax: 617-423-0712

Home. Newsstand sales went up 30% and much of the cost of this promotion was recouped by the profit on sales of the real ...*For Dummies* books.

*- **Richard Hease**, publishing director, IDG Media*

We launched a guide to IT training and education in the German market. Published as a book, it contains the addresses and course offerings for training companies throughout the country. Combined advertising sales and paid company profiles generated revenue of approximately 250,000DM. The books were circulated free to some 8,000 German companies using computers. There were no additional costs besides printing and distribution and the total profit was close to 70%.

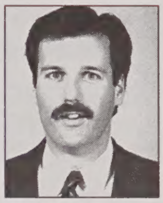
*- **Ralph Peter Rauchfuss**, publisher, IDG Communications Verlag AG*



CAMPBELL

Each year IDC holds a Global Accounts Council to which we invite our best vendor customers to advise IDC on its future directions. This year's innovation was to divide our 50 largest customers into four focus groups with external focus group moderators. We videotaped each session. IDC obtained some great ideas for our product planning. Our customers rated these sessions highly and said they liked providing the direct feedback to IDC.

*- **Kirk Campbell**, president and CEO, IDC*



STRANG

We have long had a policy that requires each member of our editorial staff to call or otherwise contact a reader per week. This year, we added to that by spreading the task of reader contact throughout our entire staff. This has led to an improved sense of customer affinity, and better distribution of the work of answering reader mail, customer service, etc.

*- **Dale Strang**, president, Active Media*

HOLMES

We have focused on imparting to *Federal Computer Week*'s sales force a thorough knowledge of the government marketplace, thus increasing our sales team's credibility in the eyes of our advertising customers and fostering *FCW*'s ability to partner effectively with these companies. Market knowledge includes understanding and using research, as well as appreciatory customer marketing ad product objectives. *FCW*'s sales force has been able to put these pieces together to make and close more comprehensive proposals for our customers.

*- **Edith Holmes**, president and publisher, FCW Group, Inc.*

In addition to our monthly subscriber survey, we introduced a monthly survey of newsstand readers to discover what, if any, differences exist between the information needs of subscribers and newsstand buyers.

*- **York von Heimburg**, publisher, IDG Magazines Verlag GmbH*

IDC Initiates Worldwide Research Venture Fund

Innovative program will support analyses of new technologies and markets

IDC has established a cross-group research venture fund to leverage its worldwide systems, software, networking and services expertise. As the information age evolves, technologies and markets continue to converge, and new technologies and markets emerge. The fund will be used to research these new areas and provide useful analyses to IDC clients.

The concept grew out of IDC's company-wide planning meeting this summer. During a session that explored how to encourage and assist different groups within IDC to collaborate on research projects, the venture fund idea was formed.

The fund consists of a one-time investment of $100,000 by IDC and will be self-sustaining through the return on the investments made. The general guidelines for the fund are:

- Research teams may apply for a grant that will cover up to 50% of the proposed study's direct expenses.
- To qualify, research teams must consist of analysts from two different worldwide research groups or country offices.
- The profits made from the research project will be split between the fund and the research team's P&Ls, in the same proportion in which the project was initially funded.
- The maximum amount of money that goes back to the fund is no more than 200% of the fund's initial contribution. This way, the research groups will reap the majority of the benefit in highly profitable projects.

According to **Gigi Wang**, senior vice president/Communications Industry Research, IDC will operate the fund similar to a venture capital fund, whereby it will grow through the success of the research projects in which the fund has invested. "We're always looking for innovative ways to enable us to expand our research coverage, and this was one of many employee-generated ideas we've received," she said.

*A review board of eight IDC employees from different departments has just been formed to review proposals and distribute the awards. For more information about the program, contact Gigi Wang via the Internet at: gwang@idcresearch.com or **John Gantz** at: jgantz@ idcresearch.com.*

CHAIRMAN'S AWARDS

continued from page 1

Entrepreneur of the Year

CIO President
Joe Levy

- Polybagged with *CIO* and circulated to 100,000, the first two issues of *WebMaster* each had 49 ad pages with an $8,000 average paid yield.

Largest Percent Gain in Market Share

IDG Norway
Managing Director
Morten Hansen

PC World Norway increased 11%.

Monthly Publication with the Highest Profit Margin

IDG Sweden
Managing
Director Bengt
Marnfeldt

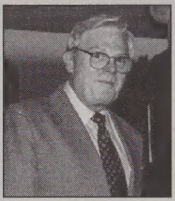
Midrodatorn and *MacWorld Sweden* - 22%

Greatest Improvement in Single Copy Sales for a Publication (Under 50,000 Circulation)

IDG Argentina
Managing Director
Ruben Argento

Computerworld/InfoWorld Argentina increased 73%

Most Successful Publication Launch in the Past Two Years

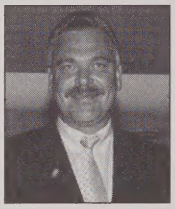


IDG Latin America
Publisher
Santiago Villazon

- *PCW Latin America* ad pages are ahead of budget, and the project has brought together licensees and wholly owned subsidiaries in a publishing partnership. Provides advertisers with an attractive regional buy and publishers with additional editorial.

Weekly Publication with the Highest Profit Margin

(profit margin must be
at least equal to prior year)



IDG Communications (Germany)
Publisher Ralph
Peter Rauchfuss

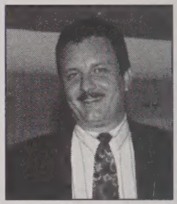
Computerwoche - 36%

Largest Percent Gain in Advertising Revenues for a Publication

IDG Hong Kong
Co-Managing Directors
Micaela de Almeida and
Melvyn Bennett

PC World Hong Kong increased 103%.

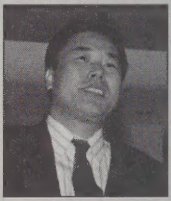
Most Successful Exposition Launch



Infotainment World
President/CEO
Pat Ferrell

Electronic Entertainment Expo (E3) was the most successful debut trade show in history: 420 exhibitors and 42,000 attendees. Gross revenues of $8.5 million, a profit to IFTW of $1.1 million.

Greatest Improvement in Profit Margin



Macworld Japan
President
Masashi Kobayashi

Macworld Japan increased 29%.

Publication with the Highest Improvement in Advertising CPM

IDG Bulgaria
Managing Director
Tatiana Hinova

Computerworld Bulgaria - increased 92%.

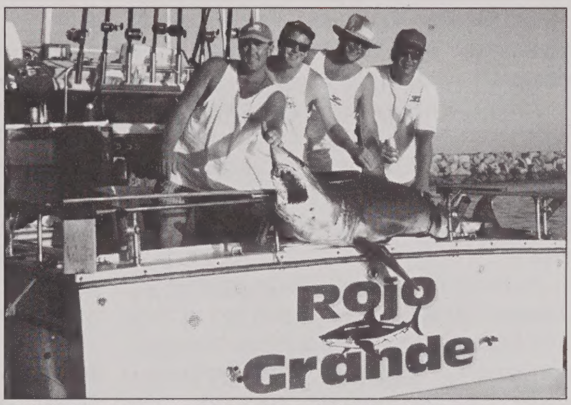
Greatest Improvement in Single Copy Sales for a Publication (Over 50,000 Circulation)

IDG Magazines
(Germany)
Publisher
York von Heimburg

PC Welt increased 12.5%.

PHOTOS BY EYE OF THE ISLANDS PHOTOGRAPHY

IDC Sales Director Lands 'the Big One'



IDC'S STEVE AUERBACH (LEFT) STANDS WITH HIS *team aboard his boat, the Rojo Grande, and shows off their prize-winning 230-pound mako shark.*

As IDC director of sales for the Southwest region, **Steve Auerbach** has landed his share of big deals. As captain of the *Rojo Grande*, he's also landed some big fish. This fall, he and his team of anglers landed a mako shark so big it earned them first place in the Mako Gran Prix Tournament held in Dana Point, Calif.

Auerbach, who's been fishing ever since his grandfather showed him how to hold a reel when he was just five years old, said the 230-pound shark was the largest he's ever caught. The fish, which took an hour and 20 minutes to land, put up an incredible fight, noted Auerbach.

And what did the proud fisherman do with their seven-foot catch after collecting the almost $13,000 prize? "We ate it," Auerbach said.

Caribbean Theme Spices Up Macworld's First Company Picnic

(ABOVE)
Satisfied smiles abound after this group of Macworld employees polished off their Caribbean cuisine at Macworld's first summer picnic. Employees journeyed south of San Francisco to Huddart Park in Woodside and participated in a full day of activities thanks to organizers ***Sharon Sanderson, Susanne Saluti, Lauren Black, Rhona Hamilton*** *and* ***Shannon McArdle.*** *(From left) Macworld guest, Account Executive* ***Christine Wong,*** *Account Executive* ***Kathy Poppenhagen*** *and her daughter, Account Executive* ***Bethany Baller,*** *Sales Dept. Coordinator* ***Leslie Black*** *and Expo Events Manager* ***Anna Noetzel.***

(LEFT)
Macworld Employee Relations Manager ***Marisa Chow*** *(left) and Director of Human Resources* ***Shelly Ginenthal*** *show off the balloon toys they picked up, while their colleagues mingle and enjoy Caribbean music and food.*

CALENDAR

MACWORLD EXPO/SAN FRANCISCO
January 9-12
Moscone Center
San Francisco, Calif.
Contact: MHA Event Management
Tel: 617-361-2001

COMNET
January 29-February 1
Washington, D.C.
Contact: MHA Event Management
Tel: 617-361-2001

IDG GLOBAL SUMMIT
February 4-7
Scottsdale Princess
Scottsdale, Ariz.
Contact: Jennifer Rizzo, MSD
Tel: 617-534-1258

VIRTUAL REALITY WORLD
February 6-8
Stuttgart, Germany
Contact: Computerwoche Verlag
Tel: 49-89-360-86-390

BANKEXPO '96
February 12-14
Ukranian House
Kiev, Ukraine
Contact: Olga Slobodyan, Comizdat
Tel: 380-44-2948543

MACWORLD EXPO/TOKYO
February 21-24
Makuhari Messe
Chiba, Japan
Contact: IDG World Expo/Japan
Tel: 81-3-5276-3751

COMPUTEREXPO'96
April 1996
Sport Palace
Kiev, Ukraine
Contact: Olga Slobodyan, Comizdat
Tel: 380-44-2948543

NOTEWORTHY

PROMOTIONS

PULASKI

Sue Pulaski, previously design editor for *Network World*, has been promoted to associate art director for the publication. "Sue has shown proficiency in typography, layout and integration of illustration through her work with features layout and graphics," said Art Director **Rob Stave**. In addition to her current responsibilities, Sue will manage the design of the *Collaboration* supplement and oversee the day-to-day operations of the department.

NEW EMPLOYEES

InfoWorld continues to add to its growing roster with the addition of five new employees. **Andy Nelson** is a technical analyst. Andy worked most recently as managing director of his own computer integration firm. He has a BTEC National Diploma in electronics and electrical engineering from Stevenage College and outside the office enjoys soccer and skiing.

Susan Green has been hired as a regional sales manager. While regional sales manager for *ESD Magazine*, Susan was awarded the Reed Publishing U.S.A. Award 1994, recognizing her substantial contributions to the company. Susan has a BS in marketing from Indiana University and enjoys attending plays and being involved in her daughter's band activities.

Previously an administrative assistant for the International Monetary Fund, **Daniel Dorval** is a PC support assistant. Daniel's outside pursuits include biking and travel.

Laura McCaghey, most recently an account coordinator for Ziff-Davis, is a sales associate for *IW*. Laura has a BA in history from Denison University and enjoys outdoor activities.

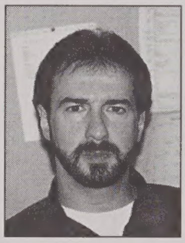
Thuy Hong Duong Le is a billing coordinator. Before joining the company, Thuy worked as a temp in accounts receivables at Semiconductor Equipment and Materials International. She studied accounting at the University of Montreal and enjoys sports.

Computerworld welcomes a host of new employees. **George Radford** has signed on as manager of applications development. George graduated from Boston University with a master's degree in computer science.

John Cafarella III is a quality assurance specialist. John has a BS in marketing from the University of Massachusetts/Lowell and lists football, hockey and dancing as his favorite outside interests.

Another quality assurance specialist, **James Karalekas**, is a graduate of Salem State College with a BS in business administration. Outside the office he enjoys sailing and mountain biking.

Douglas Adler joins *PC World* as a presentation specialist. Most recently a senior analyst for Cushman & Wakefield, Doug will be responsible for designing and creating multimedia presentations for *PCW*. Doug earned a BS in marketing from the University of Arizona and counts running, skiing and backpacking among his outside interests.



FREDA

Dan Freda is a systems support specialist for IDG's IS department. Before joining IDG, Dan was a technical support analyst for the Consolidated Group. He enjoys fishing, golfing and spending time with his children.

Jessica Graves is an administrative assistant and receptionist for IDG Central Services. Previously a record finder for Record Finder Incorporated, Jessica earned a BA in psychology from Oneonta State University. Jessica is an avid music collector who has more than 700 CDs and 250 records in her portfolio.

Jonathan Baron has been hired as a Lotus Notes administrator at IDG's Corporate Support Center. Jonathan received a BA in communications from the University of New Hampshire where he minored in business administration. He enjoys trying new restaurants, rollerblading and movies.

Donna Henderson is a tax accountant for IDG. Donna has a BS in accounting from Northeastern University and worked in a similar capacity at Prime Computer and American Finance Group. A 12-year figure skating veteran, Donna also enjoys skiing, water sports and crafts.

International Marketing Services/Expositions welcomes its newest staff member. **Michelle Adams** is the division's international marketing manager. Prior to joining IMS, Michelle was marketing operations manager for Object Design, Inc. She earned a BS in consumer economics from the University of Maryland where she minored in marketing and Italian. Michelle's outside interests include running, skiing and spending time with family and friends.

IDC welcomes two new staff members. **Daniel Niven** is electronic product operations manager. A graduate of the University of California/Berkeley with a BA in English, Daniel enjoys biking, cooking and gardening.

John Brown is a research analyst for the Worldwide Quarterly PC Tracking Program. John earned a BS in business from Miami University in Ohio and is a avid volleyball player who also enjoys dancing and eating out.

Steven Gray has been hired as a copy editor for *Multimedia World*. Steven spent the last 11 years as a freelance book editor and prior to that was a copy editor at Van Nostrand Reinhold. Steven has a BA from St. John's College and a J.D. from the University of Texas School of Law. Most of his free time is devoted to his children.

TRANSFERS

Laurel Peddie, formerly a sales operations manager at IDC, has moved down the road to *InfoWorld*'s Framingham office, where she is the new sales administration manager.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

SEVENTEEN YEARS
Michael Lowe - InfoWorld

FIFTEEN YEARS
François Chaussonniere - IDG France

TEN YEARS
Julien Pottier - IDG France

NINE YEARS
Debra Guilfoyle - InfoWorld
Marianne Kraus - IDG Germany

EIGHT YEARS
Allison Stamm - IDG Research
Mary Marshall - CIO

SEVEN YEARS
Charlie Bruno - Network World
Hitoshi Andoh - IDG Japan

SIX YEARS
Anne Kaliczak - InfoWorld
Diane McNeil - Multimedia World

FIVE YEARS
Beverley Davis - Network World
Fernando Garcia - IDG Spain

FOUR YEARS
Suhail Kawar - InfoWorld
Laura Wonnacott - InfoWorld
Donna Deuell - InfoWorld
Ellen Sifferlen - CD Solutions
Kristen Kim - IDG
Eva Villalba - IDG Spain
Cristina de Hoyos - IDG Spain
Mar Cabañas - IDG Spain
Nick van Leeuwen - IDG Netherlands
Ivan Tzankov - IDG Bulgaria
Krassimir Bankov - IDG Bulgaria
Mila Pantcheva - IDG Bulgaria

THREE YEARS
Laura Mascharka - Network World
Tina Pescaro - Network World
Andreas Grönqvist - IDG Sweden
Bill Hatfield - IDG Books
Illiana Dimitrova - IDG Bulgaria
Nely Vatcheva - IDG Bulgaria
Rosa Todorova - IDG Bulgaria
Paraskeva Roumenova - IDG Bulgaria
Nadia Maudsley - PC World

TWO YEARS
Kathie Schnorr - IDG Books
Woo Sook Yee - IDG Singapore
Adrian Morgan - Multimedia World

ONE YEAR
Sara Evangelous - CIO
Michael Eadie - IDG Research
Cynthia Laird - CIO
Jim Ghirardi - IDG
Pauline Chouinard - Network World
Beth Martinez- Network World
Vic Lenard - IDG Media
Pat Rickett - IDG Books
Kara Murphy - IDG Books
Derek Stordahl - IDG Books
Lise Østergaard - IDG Denmark
Andy Hart - IMS/Europe
Kathleen Barret - IDC Canada

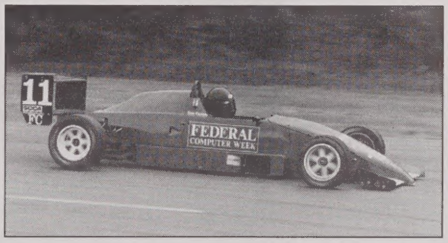
FCW Racing Team Ends Its Season with Twin Victories

The *Federal Computer Week* Formula Continental racing team ended the season convincingly, with a pair of wins in the Eastern Motor Racing Association Vanderbilt Cup races at Summit Point Raceway near Washington D.C. last month.

Driver **Dan Carney**, who doubles as a reporter for *FCW*, started first place in class, third overall in a field that included several classes of cars. Among them was a 1982 Formula 1 world championship race car.

Carney was passed by another Formula Continental early on while he tested the available traction. He stalked his opponent until the end, swept past with one lap to go and held on to win.

Sunday's race also saw Carney start from the class pole and third place overall, but changes to the car's suspension settings overnight improved handling. Both he and a Sports 2000 racer passed the Formula 1 car and pulled away from the pack in a battle of their own.



FCW REPORTER AND RACE CAR DRIVER ***Dan Carney*** *on his way to the finish line.*

Since neither driver was technically racing against the other because they were in different classes, when the tires on the *FCW* car started to wear out near the end of the race, Carney slowed slightly to preserve the class victory. "Beating a Formula 1 car was an experience that I'm not likely to enjoy again."

With the season over for 1995, Carney is looking forward to racing in Sports Car Club of America National races in the Southeast in early March 1996.

ADDRESS CHANGES

PT. Penerbitan Sarana Informatika, publishers of *Infokomputer Magazine*, have moved. The new address is:

Jl. Palmerah Barat No. 29-37
Jakarta 10270
Indonesia
tel: 62-21-530-1991,
62-21-549-4333
fax: 62-21-549-4111

■ ■ ■ ■ ■ ■ ■ ■ ■

IDG Books Programmers Press has moved. The new address is:

150 Grossman Drive
Suite 300
Braintree, Mass. 02184
tel: 617-794-4000
fax: 617-849-0808

CELEBRATING 10+

Nilcimar Laino Oliveira

HOME: Rio de Janeiro, Brazil

JOINED IDG: October 1982 as an office assistant at IDG Brazil.

CURRENT TITLE: Treasurer

MOST CHALLENGING PART OF YOUR JOB: Everything that happens in the Financial Department is a very big challenge.

LATEST ACCOMPLISHMENT: At the end of every month when all my reports match and there is not a single cent of difference.

THE MOST MEMORABLE THING THAT'S EVER HAPPENED TO YOU AT WORK: The dinner commemorating the 10th anniversaries of IDG employees in Rio. It was a very nice party.

WHEN YOU STARTED, DID YOU THINK YOU'D BE HERE FOR 10 YEARS? Never!

JOINED IDG BECAUSE: I already knew of IDG because I used to work for the company that audited IDG Brazil. When I accepted IDG's offer I thought I could grow here because it had always been a good firm to work with.

WHAT'S KEPT YOU AT IDG FOR 10 YEARS? I've stayed at IDG all these years because I love what I do and I like the company.

INTERESTS OUTSIDE THE OFFICE: My children, the beach and beer.

WHAT'S THE MOST REWARDING THING THAT'S HAS HAPPENED TO YOU? My manager's recognition of the work I do.

IDG CHAIRMAN PAT McGOVERN AND HIS WIFE LORE JOINED *IDG Brazil's **Nilcimar Laino Oliveira** (center) in Rio last summer at a dinner marking her 13th year of service.*

DREAM DESTINATION: Greece

FANTASY JOB: To be a mariner — I love the sea.

FIVE PEOPLE YOU'D INVITE TO A DINNER PARTY: My children Vinicius and Raphael and my IDG colleagues Lena Maia, Vicente Tardin and Fernando Antonio.

WHAT IS THE LAST GOOD DEED YOU DID? Every month I do a good deed. I help to buy food for the person that does the cleaning in my building.

ONE POSSESSION YOU'D GRAB IF YOUR HOUSE WAS ON FIRE? My sound equipment.

MANAGER'S PROFILE: "Nilci has been like my financial right hand. She is absolutely essential to the operation as she takes care of our cash flow forecasts."

*-**Ney Kruel**, country manager, IDG Brazil*

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

Volume 25, Number 50 December 11, 1995

PC WELT ACHIEVES RECORD NEWSSTAND SALES WITH NOVEMBER ISSUE

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PARTICIPANTS RATE MOST RECENT EAST COAST MPI BEST SINCE PROGRAM'S INCEPTION

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CIRCULATION MANAGERS TRADE IDEAS AT FIRST CW/IW GLOBAL SESSION IN MILAN

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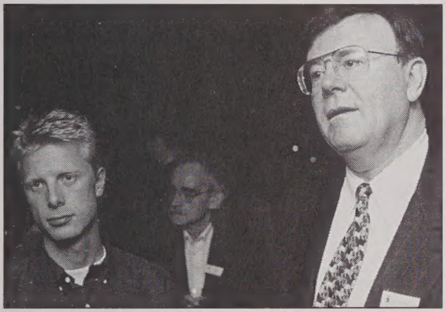
IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

At 5, *Macworld Netherlands* Leads the Market



OSCAR KNEPPERS (LEFT), MACWORLD *Netherlands editor-in-chief, and IDG Chairman* ***Pat McGovern*** *mingle with more than 200 guests at the fifth anniversary party.*

The staff of *MacWorld Netherlands* celebrated the publication's fifth anniversary this fall with a gala party at the Festige Theatre in Amsterdam. IDG Chairman **Pat McGovern** joined the festivities and commended the staff on the growth of the magazine, which debuted as *Macintosh Magazine*.

Today, *MacWorld Netherlands* is the Dutch market leader. Thanks to the hard-working sales team of **Marcel Schaper** and **Reliza Lamain**, the October issue weighed in with the most ad pages in the publication's history.

One of the highlights of the anniversary party was the award for the most innovative advertisement in the anniversary issue of *MacWorld*; the winner received a trip to the Big Apple, otherwise known as New York City.

IDC Hosts Briefing Sessions in Six Latin American Offices

DIRECTIONS
DIRECTIONS
International Data Corporation
IDC

HELPING PREPARE FOR IDC'S VENEZUELA BRIEFING SESSION ARE (LEFT TO RIGHT): ***Marisela Zambrano****, IDC Venezuela;* ***Lauri Jones****, IDC Mountain View;* ***David Card****, IDC Mountain View;* ***Judith Gil****, IDC Venezuela;* ***Richard Zwetchkenbaum****, IDC Framingham;* ***Mark Winther****, LINK Resources;* ***Natalie Eisner****, IDC Mountain View;* ***Kurt Johnson****, IDC Framingham;* ***Paul Pastrone****, IDC Mountain View;* ***Loren Loverde****, IDC Mountain View.*

For the first time in IDC history, briefing sessions were held in all six of IDC's Latin American country offices. The successful string of briefing sessions began in August in Brazil — home of the newest IDC subsidiary — and ended on a high note with 120 attendees in Caracas, Venezuela, on Nov. 1.

IDC's Latin America research group hosted these regional events in cooperation with the country managers of each of the six offices. These offices are located in the leading markets of Latin America: Argentina, Brazil, Chile, Colombia, Mexico and Venezuela.

"Speaking at the Latin American briefing sesions gives one an appreciation for the vitality and growth of the market to the south," said **John Gantz**, IDC's senior vice president of Personal Systems, Collaborative Computing and Services. "Attendees were every bit as

•CONTINUED PAGE 5•

IN BRIEF

PC Welt Flies Off the Shelves

On Germany's crowded newsstands, one IDG publication didn't last long last month. In fact, the November issue of *PC Welt* fairly flew off the shelves and when the dust had settled, a record 230,000 copies had been snatched up by eager readers. Combined with the monthly's paid subscriber base of 70,000, the total November circulation of the 12-year-old publication was a record-setting 300,000 issues. "I am proud of the entire outstanding team," noted IDG Magazines Verlag GmbH Publisher **York von Heimburg**, adding there was no cover mount or other special inducement on the November issue, "just top-quality editorial." Von Heimburg said credit for the outstanding November results, which he expects to continue into December and beyond, belongs to the editorial team led by Editor-in-Chief **Michael Klein** and Circulation Manager **Josef Kreitmair**.

Richtig reklamieren: Kein Ärger beim PC-Kauf

PC WELT

Der ideale PC

Aktueller Kauf-Ratgeber

Das müssen Sie beachten

- Der optimale Prozessor
- Die perfekte Festplatte
- Der geeignete Monitor
- Die passende Grafikkarte
- Das beste CD-ROM-Laufwerk
- Die richtige Soundkarte
- Das schnellste Modem

Extra: Der ideale PC für Win 95

Vobis & Escom

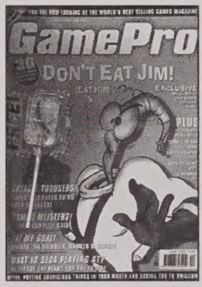
Gekauft und getestet: Alle Grafikkarten und Festplatten

Windows 95

Wie Sie die Schwächen meistern

GamePro U.K. Lures Kids with Sticky Cover Mount

Publishers of *GamePro U.K.* say their December issue boasts "the world's most sickening covermount." The Tequilla Worm Sucker is an edible promotion for *Earthworm Jim 2*, the latest video game title from Virgin Interactive, reviewed in this month's edition of *GamePro*.



The clear sugar lollipop that graces the cover has a real worm curled up inside. Produced by U.S. confectioner Hotlix, the worm is actually a hybrid beetle larva, which conforms to European health standards.

The tequila used in the pop contains no alcohol and is not harmful to consume.

Shiny Artwork, the company that produces the *Earth Worm Jim* cartoon show in the U.S., provided exclusive cover artwork for the issue.

InfoWorld Boosts Circulation 24% to 310,000

InfoWorld last month announced that it has increased its circulation rate base to 310,000 IS managers throughout the U.S., a 24% jump from the previous 250,000. The increase, which became effective with the Nov. 27 issue, will extend *IW*'s reach into 155,000 different enterprise sites in the U.S., up from 133,000 sites. The weekly now delivers over 22,000 more enterprise sites than *PC Week*.

According to **Jim Martin**, president and chief executive officer of InfoWorld Publishing Co., "*InfoWorld* is the only IS newsweekly to focus its editorial entirely on enterprise product information throughout the publication. It is this enterprise product focus, and the explosion in the client/server market space, that has created a great opportunity for us," Martin said. "As more and more American businesses implement client/server strategies in their enterprises, there are more IS managers with budget responsibility. In the past year especially, our database of qualified IS managers requesting subscriptions has been mushrooming."

For IS managers to qualify to receive *InfoWorld*, they must have:

- An enterprise product budget of at least $25,000 per year.
- An enterprise local-area network installed at their location.
- Buying responsibility for enterprise networking, client/server products.
- Buying responsibility for enterprise workgroups, departments or single or multiple sites.

InfoWorld's circulation will increase by 24%, and the one-time black-and-white advertising rates will increase 11% to $29,950, said **Stephen Moylan**, *InfoWorld* publisher and vice president.

"We will provide not only a higher qualified circulation than *PC Week*, but we will provide a more efficient advertising buy, with a CPM (cost per thousand) of approximately $96.00," Moylan said. The new advertising rates will go into effect Jan. 1.

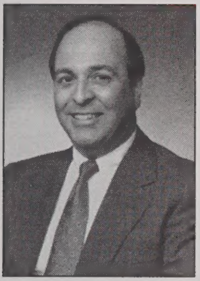
It's been difficult turning away so many qualified readers," said **Stewart Alsop**, executive vice president of InfoWorld Publishing. "Our editors are thrilled we will finally be able to serve all of the qualified members of the *InfoWorld* community. And the initial response from our advertisers has been equally positive."

IDC Makes Headlines

With 49% more press mentions in both business and trade publications, IDC continues to outrun Dataquest in the race for recognition. In September the work of IDC analysts was mentioned or quoted 590 times vs. only 395 mentions for Dataquest.

November proved to be another fruitful month for IDC, which edged ahead of all of its competitors with a total of 11 mentions in the *Wall Street Journal* including quotes from **Eric Lewis** and **Debra Goldfarb** (two each) and **Bruce Stephen**, **Michael Sullivan-Trainor** and **Takahiko Umeyama** of IDC Japan. While Dataquest received 10 mentions, the Gartner Group and Meta did not get quoted or mentioned at all.

ON LINE



JIM CASELLA

IDG's chief operating officer is this week's columnist.

Q Besides the annual "From All Walks of Life" AIDS walk, I haven't seen IDG participate as a corporate sponsor of many events in the Boston area (i.e Walk for Hunger, Jane Doe Walk for Women's Safety, Read Boston). It seems to me that an organization with as many financial resources and influence should be more involved in its community on a corporate level.

A IDG is a sponsor of many other events, in addition to the annual "From All Walks of Life" AIDS walk. I have listed a sampling of events that IDG either sponsored or donated to during fiscal year '95:

- National Center for Missing and Exploited Children
- Boston Symphony Orchestra
- Make-A-Wish Foundation
- AIDS Action Committee
- U.S. Olympic Committee
- Wang Center
- Boston Museum of Science
- Boston Museum of Fine Arts
- Boston Computer Museum
- Boston Children's Museum
- New England Aquarium
- New Year's Coalition in Memory of Amy Silberman

In addition, many of our business units both in the Boston area and in the Bay Area sponsor or donate to other community events. This is also true of our business units around the globe. IDG is very involved in the communities in which we do business on a global basis.

Any lingering thoughts about the recent Worldwide Managers Meeting you'd care to share?

I left this year's Worldwide Managers Meeting in Maui, once more, thinking about the true global reach and strength of IDG. It is the only time during the year that the heads of all of our business units around the globe come together, and it allows one to truly understand the breadth and strength of our company. The talented managers who represent the IDG family on every continent are truly remarkable! There is not another communications or media company in the world that can match our strength. Many of them talk about their global reach, but only one company, IDG, can deliver on this promise.

I am also always struck by the exchange of ideas that takes place in this unique forum. There is a true collegiality that is very unique within corporate cultures.

I understand Infovision International has closed the insurance and banking segments of its business and moved the remaining operations to Falls Church, Va. Can you tell us what this business group does? Is it affiliated with IDC?

Infovision has been reconstituted to focus on its original charter, to focus on the research needs of the government user. It remains under George Molaski's leadership and has been renamed IDC Government. This is consistent with its original mission, which goes back more than 15 years. It is an independent business unit that shares the IDC name, which is appropriate given its long history.

I read an article in the *Wall Street Journal* (Nov. 7) that discussed the threat the Internet poses to Lotus Notes. Do you have any sense of how quickly IDG business units are adopting Notes? Given that IDG has sunk some significant resources into Notes development and has been encouraging business units to deploy it, is there any concern that the Internet may become the communications tool of choice at IDG?

Lotus Notes is only one communications tool, albeit a major one, that we are employing. It offers several advantages, in addition to security, that have allowed us to make major improvements in our global communications efforts. Jeff DeBalko, VP for Global Communications, is currently exploring applications that might be enhanced on the Internet, for example the transfer of digital images. In addition, since its acquisition of Lotus, IBM has been developing many new exciting Internet/WWW initiatives, several of which will involve the new release of Notes. Both *Computerworld* and *InfoWorld* have reported recently on several of these initiatives. To take advantage of our global reach we need a comprehensive communications strategy and I am pleased to report that our business units, together with the CSC and International Publishing Services, have made major strides over the past 12 months.

IDG WORLD UPDATE NEEDS YOUR IDEAS!

Use this space to send in questions for the "On line" columnists, story ideas for IDG World Update, or comments about this issue:

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Please address correspondence to: IDG World Update, 31 Milk St., Suite 210, Boston, MA 02109, USA. Or, contact the editors by telephone (617-423-9030), fax (617-423-0712) or via the Internet, Lotus Notes or BusinessTalk mailboxes P.Winn, P.Smith or S.Noyes.

MPI Draws Rave Reviews from IDGers

Participants rate most recent East Coast training session best in program's three-year history.

While IDG's Management Publishing Institutes have garnered praise from participants since the internal seminars were incorporated into IDG's training curriculum three years ago, this year's East Coast MPI received the highest overall score of any MPI.

The three-day MPIs are held bi-annually on both coasts. Attendees are asked to rate the training, on a scale of one to five, based on a number of factors including the relevance of the information to different business units, effective overview of a functional area, quality of content and presenter's ability to answer questions. The East Coast MPI, held Oct. 23-25 in Tynsgboro, Mass., rated an impressive 4.83.

"The scores for MPI have been consistently high and increasing steadily year-to-year," said Director of IDG Human Resources **Tom Mathews**. "But the E-mails, voice mails and comments that we have received about the most recent program have been overwhelming — more so than any time in my memory."

The hearty agenda included overviews from senior level representatives from the different functional areas of publishing. Among the top-rated presentations at the most recent seminars were the circulation overview by Vice President/Circulation for *Computerworld* **Gail Odeneal**; the ad sales overview by *CW* Associate Publisher **Dave Peterson** and the production overview by VP/Manufacturing for *PC World,* **Linda Manes Goodwin**.

Quality instruction equals success

Mathews credits the IDG managers who serve as presenters with the success of the program. His thoughts are reinforced by the participants who derive exceptional value from the experiences of their colleagues.

"The presenters' enthusiasm for their areas of expertise was contagious," said **Allison Stamm**, director of advertising analysis for IDG Research Services. "The experience was invigorating, one I was glad to be a part of."

A participant in the East Coast program verbalized what organizers and instructors at MPI hope the attendees will leave with: "I've already used the knowledge learned at MPI to help a co-worker solve a problem. I know it is just the beginning."

The next MPI is slated for April 24-26 in Half Moon Bay, Calif. For more information contact **Beth Nichols** at tel: 508-935-4416 or **Tom Mathews** at tel:508-935-4710.

THE CLASS OF THE EAST COAST MPI. BACK ROW (LEFT TO RIGHT): JOHN FORGETTA, *Dominique Busso, Martin Falstrom, Richard Priante, Allison Stamm. Middle row : Leslie Barner, Stephan Scherzer, Lee Doyle, Margo Dunn, Mary Leiphart, Leigh Buchanan, Lori Connolly, Jean Kolak-Mercer, Penny Winn, Mike Ault, David Bromley, Patty Reilly-Lemire, Colin Ungaro (presenter). Front row: Tom Mathews (organizer and presenter), Virginia Lehr, Donna Pomponi, Ann Fourakis, George Molaski.*

PARTICIPANTS IN THE WEST COAST MPI. BACK ROW (LEFT TO RIGHT): PETE DEEMER, *Marc Mikulich, Matt Sweeney, David Cobb, Peter Guastella. Middle row: Lia Lorenzano, Ginny Pohlman, Mary Martin, Christine Curry, Kevin Octavio, Michael O'Connell, Tom Mathews (organizer and presenter). Front row: Rachel Parker, Anita Dennis, Ai Fujinari-Swanner, Amy Phoenix, Elizabeth Cooper, Janice Crotty, Sandra Kupiec.*

IDG Job Opportunities Upate

Monday, December 11, 1995

Senior Writer (CIO)

This individual will report and write feature articles and other shorter pieces. Responsibilities include generating story ideas in an entrepreneurial idea-development process, and nurturing relationships with readers, sources, and vendor company representatives. Must possess the ability to work in a collaborative environment. Three to five years experience preferred.

Staff Writer (CIO)

This individual will report and write feature articles and other shorter pieces. Responsibilities include generating story ideas in an entrepreneurial idea-development process, and nurturing relationships with readers, sources, and vendor company representatives. Must possess the ability to work in a collaborative environment. Two to three years experience preferred.

Human Resources Assistant (IDG)

The individual in this position will be responsible for HR program administration, maintaining employee records and answering employee questions. Excellent organizational and customer service skills are required, as well as the ability to handle deadlines in a fast-paced environment. Solid PC skills required, and previous Human Resources administrative experience desired.

Tradeshow Director (IFTW)

Primary responsibility is to oversee and lead the strategic and tactical aspects of a high-tech tradeshow and conferences. Hands-on tradeshow operations and planning experience within the high-tech computer industry highly desirable. Requires strong strategic, business planning, project management, and client management experience, P&L management, excellent organizational skills.

Executive Editor, InfoWorld Electric (IFW)

Responsible for day-to-day management of editorial production and editing. Work with functional editors to coordinate copy flow into Web site and set policies for live and archived publication. Collaborate with editorial staff to manage use and display of published material and to direct readers to InfoWorld Electric. Will also manage staff and focus on long-term positioning of InfoWorld Electric.

Reporter (IFW)

InfoWorld is seeking an energetic, aggressive reporter to cover information technology hardware. This person must have a proven ability to break news and a keen interest in technology. Two years of experience reporting on the computer industry is required.

Computer Industry Analyst (IFW)

Seeking an individual with 2+ years' experience in the computer industry or related field who is experienced in primary and secondary market research in IT product areas such as computer systems, software, or networking products. Requires a combination of strong analytical, written and verbal skills. The ideal candidate has excellent interpersonal communication skills and possesses the ability to work with major clients on primary & custom research projects. Strong presentation skills required.

PC Support Specialist (IFW)

Responsible for support of all software and hardware support requests (such as upgrading and troubleshooting). Will also provide first-line troubleshooting for all LAN problems. This individual will work closely with the Network Specialist to solve complex networking issues and the Technical Support Specialist to solve complex hardware issues.

Senior Marketing Manager (MAC)

The ideal candidate for this position will assist and provide input to the Director of Marketing on all strategic issues involving corporate marketing (sales tools, advertising, tradeshows/events) and supervise all projects that fall within the Marketing Dept. This position requires 3+ years marketing experience, 3+ years high-tech experience, supervisory skills, knowledge of Mac computers and Marketplace, and sales experience. Accounting skills a plus.

Research Manager (PCW)

Responsible for conducting primary and secondary research to help guide the editorial direction of the publication. Requires 5+ years of primary research experience and strong communication, problem-solving, analytical and organizational skills. Background in editorial research strongly preferred. Must have demonstrated experience with designing, implementing, analyzing qualitative & quantitative studies, preferably in the publishing industry.

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CW	Systems	MAC IS Support Specialist	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
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CW	Systems	Programmer / Analyst	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
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CWDD	Admin	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
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IDC	Art/Design	Desktop Publishing Operator	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Edit	Copy Editor (2)	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Edit	Proofreader	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Mktg	Marketing Specialist, Corporate	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Prod	Consulting Production Specialist	Mt. View, CA	E. Martin	P: (508)935-4649	F: (508)935-4610
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IDC	Rsch	Manager, PC Distribution Channels	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
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IDC	Rsch	Research Analyst, Personal Systems	Mt. View, CA	D. Miller	P: (508)935-4133	F: (508)935-4610
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IDC	Rsch	Research Director, UNIX	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Research Manager, LPS	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Senior Industry Analyst, Networking Distributio	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
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IFW	Edit	Executive Editor, InfoWorld Electric	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
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Circulation Managers Trade Ideas at First *Computerworld/InfoWorld* Global Session

The *Computerworld/InfoWorld* Global Product Support Center held its first meeting devoted exclusively to circulation management this fall in Milan. Close to 30 people from 15 publications exchanged best practices on effective ways to renew subscribers, telemarketing strategies, subscription advertising on the Internet, successful premium distributions and other important circulation issues.

In addition to small group idea-sharing sessions, guest speaker Glenn Hansen from BPA-USA discussed the importance of auditing practices and BPA's relationship with IDG titles.

According to *CW/IW* Global Administration Coordinator **Siri Herud**, the rapid response to the meeting invitations was an early indication of the meeting's success. Employees were very enthusiastic about the circulation-only agenda, and they came away with a host of ideas to adapt to their local markets.

Lesley Preston of IDG's licensee in Egypt said she redesigned her paid and qualified subscriber forms following the meeting and sent a mailing to attendees at a major exhibition in Dubai.

SOME OF THE PARTICIPANTS AT THE FIRST CW/IW GLOBAL CIRCULATION MEETING *gather for a group photo. The attendees included **Fu Peng**, China; **Pierre Multmann** and **Christer Bjrkinn**, Sweden; **Regina Wolff** and **Renate Kretz**, Germany; **W. Duszyk**, Poland; **Gabrielle Ariogi** and **Ygo Stella**, Italy; **Susanne Zihlmann**, Switzerland; **Peter Markinak** and **Martin Vileta**, Czech Republic; **Teresa Lui**, Hong Kong; **Patricia Poupart** and **Jean Paitel**, France; **Ove Heggedal, Thomas Bergerskogen, Morten Hansen** and **Siri Herud**, Norway; **Britt Hetting**, Denmark; **Lesley Preston**, Egypt; **Geraldine Ellis**, U.K.; **Hans Zahn** and **Pauline Wortel**, the Netherlands.*

"The most valuable part for me was gathering more concrete ideas on how to convert qualified subscriptions into paid, said Circulation Manager **Teresa Lui** of *Computerworld Hong Kong*. "I also borrowed an idea from Denmark to use a windsurfer in our space at an upcoming exhibition. I can't wait to see how people in Hong Kong will react to such an eye-catching booth design!"

HATS OFF TO MPI PRESENTERS!

IDG employees who have taken part in MPI have consistently cited the quality of the instructors.

West Coast presenters: Bob Ainsworth, Linda Manes Goodwin, Gary Rocchio, Tom Mathews, Donna Vieraitis, Rich Marino, Jeff Edman, Robert Kanes, Alan Abrams, Angelina Beitia, Jim Martin, Phil Lemmons, Colin Crawford

East Coast presenters: Steve Pelosi, Kathy Dinneen, Martha Stephens, Tom Mathews, Vicki Brown, Anne Foley, Gail Odeneal, Paul Gillin, Mary Marshall, Dave Peterson, Evilee Thibeault, Colin Ungaro, Mary Fanning

IDC

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technologically up-to-date as our Silicon Valley or Boston customers. It was also gratifying to see the depth of analysis provided by our in-country teams. The Mexican analysis was especially deep, tying IT cycles in with six-year political cycles and longer 30- and 50-year business cycles."

Ricardo Zermeno, general manager of Select-IDC Mexico, said that due to the turmoil in the Mexican economy, his team put special emphasis on helping clients understand the present Mexican social, economic and political environment, as well as its impact on the IT market. "IDC analysts from the U.S. also gave their view of international trends, which helped our clients understand the long-term issues and opportunities," he added.

The regional briefing sessions were modeled after the annual Directions briefing sessions held in the U.S. Each country session featured both Latin American and country-specific presentations on local trends and market indicators.

Speakers from the U.S. and each of the country offices covered a variety of topics including client/server, software, personal systems, telecommunications and services. By the conclusion of the six-country tour, nearly 800 vendors, channel partners and users had heard from IDC's top analysts.

*Thanks to Group Marketing Manager/International Research **Lisa Bloom** for contributing this story.*

NOTEWORTHY

NEW EMPLOYEES

Computerworld continues to add to its roster with the addition of several new employees. **Steve Ulfelder** is associate editor for *CW*'s Management section. No stranger to *CW*, Steve previously spent three years on the copy desk, leaving in 1988 to join Interleaf where he was most recently senior technical editor. Steve has a BA in English from Ohio Wesleyan University and outside the office enjoys Autocross racing and spending time with his wife and son, Steve Jr.

A graduate of Suffolk University with a BA in English, **Patricia Hyde** has signed on as a copy editor.

Elaine Cronin has been hired as a telephone interviewer for the Database Division. Elaine has a BA in American studies from George Washington University and counts theater, genealogy and cats among her favorite outside interests.

Network World rolls out the red carpet for two new staffers. **Carol Sliwa**, formerly with *The Berkshire Eagle*, has joined *NW* as a senior writer. Carol will cover groupware and messaging.

Deidra Ball has joined the Washington, D.C., bureau of *Network World* and *Computerworld* as an administrative assistant. Prior to joining IDG, Diedra worked as a legislative assistant in the office of Rep. Thomas Follietta. She also managed the computer operations of the office.

IDG Books heralds the arrival of three new employees. **Shary Harrison** is a page layout technician. Shary earned a BA in commercial photography from San Jose State University and worked previously as a graphics artist. Outside the office she enjoys backpacking and nature photography.

Most recently desktop publishing manager at Sybex Inc., **Craig Harrison** is supervisor of IDG Books' page layout technicians. Craig has a BA in sociology from the University of California/Santa Cruz. He is active in Toastmasters International and is an avid basketball player and high school coach.

Anna Marie Pises is an editorial assistant for IDG Books Online. A graduate of Westmont College with a BA in English, Anna Marie worked as assistant to the editor-in-chief at *MacWEEK*. She enjoys reading and playing tennis.

Previously an analyst at Melon, Inc., **Ed Buckingham** has joined IDC West as a research analyst. Ed graduated from the University of California/Los Angeles with a BS in math and a BA in economics and earned an MS in Industrial and Systems Engineering from San Jose State University.

Holly Blumenthal is an associate editor at *InfoWorld*, following a stint as an editorial intern at *Morph's Outpost* magazine. Holly earned a BA in English from Harvard University and an MA in journalism from Stanford University, where she played in the Stanford Band.

PC World Online welcomes a pair of new staff members. **Greogory Weinger** is producer for *PC World Online*. Most recently a fact-checking intern for *Wired*, Gregory has a BA in English from Stanford University. He lists his outside interests as fiction writing and deep sea diving.

Spencer Ante is producer and editor of the group's newest offering, *The Annex*, which will focus on humanizing technology. While a graduate student at the University of California/Berkeley's School of Journalism, Spencer worked as a freelance writer and hardwood floor refinisher. Skiing and gardening are among his favorite outside pursuits.

Previously sales director for Conference Development, Inc., **Mark Caruso** is national account manager for IDG Enterprise World. He has a liberal arts degree from Northeastern University and enjoys woodworking and whale watching.

Group Seeks to Halt Gunfire that Killed IDG Employee

Among the many worthy causes sup ported by IDG is the recently established New Year Coalition. Founded shortly after the tragic death of IDG Executive Assistant **Amy Silberman**, who was killed by random gunfire from a thoughtless New Year's Eve celebrant in New Orleans last year, the group's goal is the abolition of celebratory gunfire on New Year's Eve and other holidays.

"Our thesis is that the majority of shooting is the result of ignorance; most shooters do not intend to hurt anyone and simply do not think about the consequences of their actions," noted Andrew J. Fox, Amy's cousin and co-chair of the coalition. The group is attempting to raise $50,000 for an intensive media campaign that is being launched this month and will blanket the New Orleans area — from elementary schools to billboards, from TV spots to grocery store bags — with its message that celebratory gunfire kills.

"If we attain the success we expect with this campaign," noted Gil Helmick, co-founder of the coalition, "we fully anticipate other cities will approach us to take this effort nationwide." Celebratory gunfire is by no means limited to New Orleans, Helmick noted. Virtually every major metropolitan area in the U.S. is affected. Two years ago, almost 500 people were arrested in Chicago on New Year's Eve for this type of gunfire; last year police collected more than a ton of spent bullets from the streets of Los Angeles in the days following New Year's Eve; and on the same night Amy was killed, two others, including an 11-year-old in Atlanta, were killed by celebratory gunfire.

If you would like to learn more about this group or make a donation you may contact them at: New Year Coalition, P.O. Box 19181, New Orleans, LA 70179-9181. Checks should be made payable to New Year's Coalition.

ANNIVERSARIES

Congratulations to the following employees who are celebrating anniversaries with the company. Please note: all anniversary information is to be supplied by individual business unit managers to IDG World Update.

THIRTEEN YEARS
Steven Brown - InfoWorld
Steve Josselyn - IDC

TWELVE YEARS
Micaela de Almeida - IDG Hong Kong

NINE YEARS
Hélène Fily - IDG France

EIGHT YEARS
Lars Dahmen - IDG Sweden
Lucinda Borovick - IDC

SEVEN YEARS
Piero Todorovich - IDG Italy

SIX YEARS
Ann Kremers - PC World
Ugur Geylani - IDG/UFT Turkey
Sue Frankle - IDC
Helen Dragoon - IDC
Sandra Harrington - IDC

FIVE YEARS
Don Seay - Network World
Sagrario Fernandez - IDG Spain
Harriet Karas - IDC

FOUR YEARS
Al Young - Infovision Int'l
Mauro Calderara - IDG Italy
Ali Akyüz - IDG/UFT Turkey
Steve McClure - IDC
Rosemary Trettel - IDC

THREE YEARS
Cindy Zuck - InfoWorld
Mitsue Kusama - IDG Japan
Michael French - LINK Resources
Debbie Lively - CIO

TWO YEARS
Anne Stuart - CIO
Jai Singh - InfoWorld
Mats Mörlund - IDG Sweden
Geoff Tan - IDG Singapore
Steven Cooper - IDC

ONE YEAR
Michelle Vittori - IDG
Sarah Desmarias - IDG
Beth Nichols -IDG
Dora Luz Cuellar - IDG Latin America
Jason Pontin - InfoWorld
Robert Svensson - IDG Sweden
Nate Holdread - IDG Books
Pat O'Brien - IDG Books
Paula Hershman - IDG Books
Bahattin Apak - IDG/UFT Turkey
Knut Gjernes - IDG Norway
Jeanette Olsen - IDG Norway
Richard Frazita - LINK Resources
Barbara Moskowitz - LINK Resources
Adam Pillip - IDG Media
Adrian Worrall - IDG Media
Alan Capper - IDG Media
Alan Jones - IDG Media
Alan McLachlan - IDG Media
Alex Lee- IDG Media
Andrew Maddock - IDG Media
Andrew Sharp - IDG Media
Andrew Shaw - IDG Media
Andy Teague - IDG Media
Angela Joynson - IDG Media
Barbara Newall - IDG Media
Ben Vost - IDG Media
Chris Norman - IDG Media
Christine Aspin - IDG Media
Christine Perring - IDG Media
Claire Mawdsley - IDG Media
Daniel Meakin - IDG Media
Darren Allan - IDG Media
Darren Evans - IDG Media
Darren Whiteman - IDG Media
David Wren - IDG Media
Dave Stewart - IDG Media
David Matthewman - IDG Media
Debbie Whitham - IDG Media
Denise Wright - IDG Media
Duncan Evans - IDG Media
Eddie Burke - IDG Media
Emma Barr - IDG Media
Fiona Howarth - IDG Media
Gareth Lofthouse - IDG Media
Gary Russell - IDG Media
Graham Parry - IDG Media
Gaynor Sinclair - IDG Media
Helen Weaver - IDG Media
Ian Bloomfield - IDG Media
James Eahers - IDG Media
Jane Normington - IDG Media
Jason Sharples - IDG Media
Jenny Maddock - IDG Media
Joanne Clifford - IDG Media
Jonathan Maddock - IDG Media
Judith Chapman - IDG Media
Justine Bowden - IDG Media
Karen Peach - IDG Media
Karen Wright - IDG Media
Karen Battrick - IDG Media
Linda Thomas - IDG Media
Lionel Hunter - IDG Media
Lisa Bracewell - IDG Media
Lisa Oliver - IDG Media
Lyn Philpott - IDG Media
Malcolm Thorley - IDG Media
Marc Keating - IDG Media
Margaret Clowes - IDG Media
Mark Forbes - IDG Media
Mark Nolan - IDG Media
Martin Gittins - IDG Media
Mike Bailey - IDG Media
Neil Jackson - IDG Media
Neil Jones - IDG Media
Nic Moran - IDG Media
Pam Shore - IDG Media
Pam Turnbull - IDG Media
Paul Austin - IDG Media
Paul McNally - IDG Media
Paul Richardson - IDG Media
Paul Roundell - IDG Media
Robin Wilkinson - IDG Media
Ron Smith - IDG Media
Roland Waddilove - IDG Media
Sandra Childs - IDG Media
Simon Lees - IDG Media
Steve Kennedy - IDG Media
Steve McNally - IDG Media
Sue McCarthy - IDG Media
Terry Thiele - IDG Media
Tim Leckey - IDG Media
Tina Hackett - IDG Media
Tony Allen - IDG Media
Wayne Williams - IDG Media
Wendy Lomas - IDG Media
Will Sargent - IDG Media

ADDRESS CHANGE

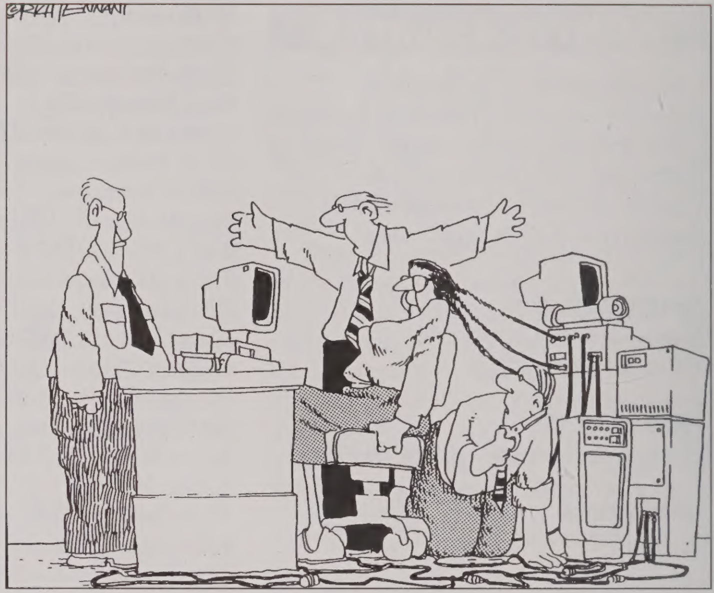
IDG International Marketing Services/Asia and IDG World Expo/Asia have moved to:

25/F One Captial Place
18 Luard Road
Wanchai, Hong Kong

Tel: +852-2527-9338
Fax: +852-2529-9956

OFF LINE

Congratulations to all our enthusiastic caption contributors. Winner Andy Eddy will have his choice of an official "Off line" T-shirt or a copy of Rich Tennant's book of cartoons, *Version 2.0*. The honorable mention winners below will receive *IDG World Update* keychains.



Flashback, mid-70's: "Listen, Metcalfe, this Esthernet idea just isn't working, and Esther wants to go home. There's gotta be something better!"

- Andy Eddy, *Infotainment World*

HONORABLE MENTIONS:

"Thanks to Rapunzel, we're now connected to every hairdresser in the world. We call it 'Hairnet.'"

- Marc Calvanico
InfoWorld

"You *told* us to get her hooked up to the network."

- Rick Popko
Multimedia World

"Ralph, I don't know what I'm going to do with you. How many times have I said, 'plug the data cables into the *motherboard*,' not *my* mother!"

- Bruce Wolff
Infotainment World (New Jersey)

"I said that we needed to plug everyone into the network...but what are we going to do with the leftover coax?"

- Richard Main
Computerworld Australia

"Aren't you guys going just a little too far with this daily back-up routine?"

- Rich Graves
IDG Books (Indianapolis)

"Grimble, I think you took my memo about Irma being a 'dedicated research resource' a little too seriously."

- Christopher Koch
CIO

"We've developed a new PC that targets the women's segment of the market. Unfortunately, the beauty program still has a few kinks."

- Paula Hershman
IDG Books (Indianapolis)

IDG WORLD UPDATE

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.

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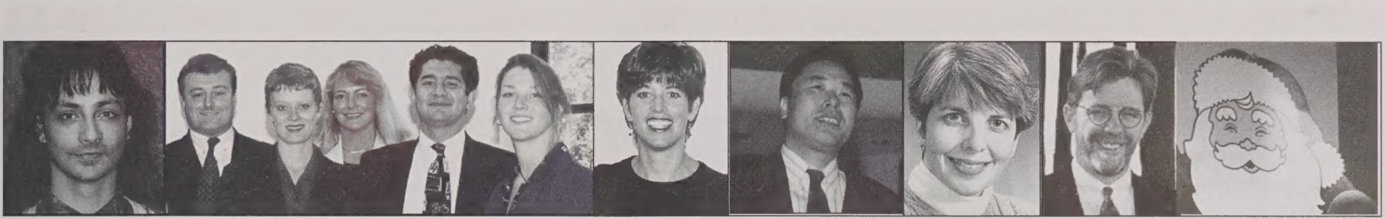


IDG WORLD UPDATE

PUBLISHED WEEKLY FOR INTERNATIONAL DATA GROUP EMPLOYEES WORLDWIDE

1995: A Look Back at the Year that Was

JANUARY

IDG Sweden's recently launched *PC World Online* service — by far the largest online service in the country — boasts 7,500 users. The number of regular users is expected to reach close to 15,000 by year's end.

* * *

Emerging Technology Applications rings in New Year with a new name — CD Solutions, Inc.

* * *

Net
35 x Internet
NETSCAPE of niets!
Haal er uit wat er in zit
EUREKA!
Wetenschap genoeg maar waar?
50 E-ZINES
Beeldscherm-bladen: lezen tot je scheel ziet
GEDRAAG JE!
WEG VAN DE SNELWEG
INTERNET-RADIO
Waar zijn de digimacha's?

IDG Netherlands reports the recently launched test issues of *Net* magazine, the country's first "practical guide to life online," were so well received that the publication will now appear monthly.

TWELFTH ANNUAL MACWORLD EXPO/SAN FRANCISCO ATTRACTS *record-breaking crowd of 72,000 attendees. Some 500 exhibitors occupied 1,440 booths during the four-day event.*

More than 50 representatives from 15 *Macworld* publications attend the annual worldwide product line meeting in San Francisco. Sponsored by the *Macworld* Global Product Support Center, the meeting focused on trends in editorial, advertising, online services, interactive data and the future of print magazines.

* * *

PC World Türkiye logs fifth consecutive month ahead of its toughest competitor and secures its place as Turkey's largest IT publication.

• CONTINUED PAGE 2 •

10+ YEARS

Bill Murphy, 25 • Joe Levy, 23 • Dieter Eckbauer, 20 • Joanne Oteri Capolino • Nora Hörmann, 21 • Rainer Oberländer, 19 • Birgitta Wistmar, 18 • Maureen Burke, 18 • Averie Rosemark, 16 • Josef Lohner, 16 • Donna Pomponi, 15 • Klemens Paunert, 15 • Esther Almada, 15 • Max Jaeger, 15 • William Cadigan, 14 • Nicole Adda, 14 • Christiane Alamarguy, 14 • Jenny de Montaigne, 14 • Jacques Tillier, 14 • Raul Moreno, 14 • Patricia Poupaert, 14 • Joanne Boiardi, 14 • Bernhard Weeser-Krell, 13 • Javier Rodriguez, 13 • Edelgard Hartwig, 13 • Kazuhiro Hara, 13 • Renée Pierce, 13 • Juanita Clark, 12 • Joan Daly, 12 • Seppi Hebber, 12 • Michelle Reyes, 12 • Beverly Wolff, 12 • Andreas Förth, 12 • Hermann Weisbrod, 11 • Maristela Oliveira, 11 • Paul Fitzpatrick, 11 • Nieves Chesa, 11• Pauline Smith, 11 • Barbara Sands, 11 • Maria Grazia Rovati, 11 • Guadalupe Almaguer, 11 • Lee Doyle, 11 • Marcia Farrington, 11 • Mark Winther, 11 • Donna Sparrow, 11 • Gérard Adamis, 11 • Paula Foss, 11 • Nancy Percival, 10 • Lois Beninati, 10 • Julia Dias, 10 • German Mora, 10 • Juan Manuel Tapia, 10 • Alicia Roa, 10 • Michael McShane, 10 • Maureen Rondeau, 10 • Donald Young, 10 • Audrey Shohan, 10 • Marilyn Raineri, 10 • Rebecca Segal, 10 • Patricia White, 10 • Paul Bonarrigo, 10 • Elizabeth Sutton, 10

JANUARY

continued from page 1

IDG Latin America office opens in Miami. The group's first project will involve coordinating efforts to publish a regional Latin American edition of *PC World*.

IDG
INTERNATIONAL DATA GROUP
PROFITING FROM LEADERSHIP

IDG MARKETING SERVICES EUROPE HOSTS EUROPEAN SALES *Conference Jan. 23-24 in Lisbon, Portugal. More than 60 advertising sales managers from IDG publications throughout Europe attended.*

* * *

IDG Chairman **Pat McGovern** and IDC President **Kirk Campbell** present IDC's Peacock Award to **Lee Doyle**. Runners-up are **Ann Palermo** and **Scott McCready**.

* * *

IDG Hungary celebrates the one-year anniversary of its participation on a popular computer-related TV show called *PC abc*. The show claims a large and loyal following of one million viewers, representing approximately one-tenth of the country's population.

JANUARY

Power Computing and Radius usher in the New Year with the announcement of the first Mac clones to hit the market.

* * *

Recently forged partnership with Walt Disney Studios results in two special issues of *PC World Italia*, the second of which, a software guide for young people and newcomers to the IT market, appeared this month. A similar hardware guide appeared last month.

* * *

PC World announces results of the Purchase Influence in American Business survey, which, for the third consecutive year, ranks the U.S. monthly No. 1 among top executives involved in buying PC-related products.

* * *

IDG Marketing Services Europe treats top clients to a ski outing in Courchevel, France.

* * *

For the 17th year, ComNet '95 takes Washington, D.C. by storm, attracting a record 42,000 IS and networking professionals and serving as a forum for over 300 product introductions.

* * *

Computerworld's Professional Development Division logs first one million dollar month in its history.

* * *

The Delany Report, a weekly international newsletter for marketing, advertising and media executives, names IDG Chairman **Pat McGovern** 1994 Business Publishing Executive of the Year.

* * *

PC World Danmark celebrates its 10th year with the largest PC magazine ever published in Denmark. The January issue weighed in at 216 pages and included a record-breaking number of advertising pages.

* * *

IDG Norway introduces *Multimediaworld*, actually a reincarnation of the company's previously launched *Publish World*.

Multimedia
INTERNET

10+ YEARS

Pat McGovern, 31 • Marion Kibbee, 20 • Richard Priante, 20 • Diane Martin, 18 • Walter Schönberger, 16 • Tom Monahan, 16 • Delia Quartey, 15 • John Dix, 15 • Magdalena Axelsen, 13 • Mary Ann McAuley, 13 • Francisco Zabala, 13 • Ricardo Goncalves, 13 • Frederick Losapio, 13 • Lucy Sheehan, 12 • Carl Marchi, 12 • Eric Bender, 12 • Mary Rinaldo, 11 • Gail Varney, 11 • Wesley Nihei, 11 • Susanne Schulze, 11 • Iris Clench, 11 • Libby Levinson, 10 • Alain Paccagnella, 10 • Rachel Parker, 10

IDG Germany's Computerwoche division bursts upon the reseller scene with two new products: the weekly newspaper *Computer Seller Business* and an electronic catalogue of technical information and computer prices on CD-ROM.

* * *

IDG Hong Kong closes the books on the best quarter in the company's 11-year history. According to Co-Managing Director **Melvyn Bennett**, better-than-anticipated results by the unit's *Computerworld* and *PC World* publications helped the company post results for the first fiscal quarter of 1995 that were "far, far above plan."

IDG HONG KONG'S TALENTED *sales staff includes (l-r):* ***Regina Keung, Vera Chan*** *and* ***Molly Leung.***

FEBRUARY

InfoWorld sponsors its annual Demo conference.

* * *

IDC hosts Latin American Research Summit in Framingham Feb. 7-9.

* * *

Macwelt announces results of the latest ABC audit, which put the monthly publication for users of Apple products at the top of the German market for Macintosh magazines with a total paid circulation of 48,886.

IDG's European managers gather in Barcelona for winter meeting at which they compared first-quarter results and reviewed areas of mutual interest. IDG COO **Jim Casella** reported that IDG finished the first quarter ahead of plan in revenues and profits.

IDG CHAIRMAN PAT McGOVERN *chats with Managing Director* ***Miheala Gorodcov*** *of Romania.*

* * *

MACWORLD Expo/Tokyo soars to new heights breaking all previous attendance and exhibitor records and solidifying its position as the largest MW Expo in the world.

* * *

Computerworld Custom Publications forms successful alliance with Sun Microsystems in a *CW* supplement, *The Client/Server Advantage*.

* * *

IDG Books hosts reception in New York City to formally introduce and celebrate the early successes of its newest division, the IDG Books Business and General Reference Group.

* * *

U.S. managers convene at annual meeting in Scottsdale, Ariz.

* * *

IDG hosts 160 top clients at Global Summit in Scottsdale, Ariz. The fourth annual invitation-only event focused on the changing environment for marketing high-tech products and services.

PC World editors and designers accept an unprecedented three Neal Awards, marking the first time such an honor has been bestowed upon the staff of any IDG publication.

* * *

IDC establishes first independent subsidiary in Latin America. IDC Brazil, based in São Paulo, will support IDC's regional and country-level research for ongoing and custom projects.

* * *

Computerwoche Verlag's conference and seminars division organizes Europe's largest virtual reality event, attracting 2,000 visitors to the two-day Virtual Reality World in Stuttgart, Germany. Above, CW Managing Director **Ralph Peter Rauchfuss** (right) speaks with an attendee.

* * *

IDG Taiwan hosts its first-ever seminar for top customers of *PC World*, *Computerworld* and its International Marketing Services group. More than 70 clients from firms including IBM, Microsoft and AT&T attended "Marketing Strategies for the Asia/Pacific IT Market."

FEBRUARY

Softbank announces intention to purchase the Interface Group — producer of Comdex trade shows.

IDG Marketing Services and *PC World* collaborate on the IDG Fax-Facts media request service to provide clients with custom-tailored information within minutes.

* * *

IDC holds European board meeting in Kronberg, Germany.

* * *

Australian licensee DWR Publishing launches *Publishing Essentials* with an initial print run of 20,000.

MARCH

IDG Books Denmark begins publishing inexpensive computer booklets for consumers; the product line becomes so successful that it quickly makes up about half of the company's publications.

* * *

Network World promotes its redesign — including numerous editorial enhancements — with a blue-ribbon campaign and moving billboards at NetWorld+Interop.

IDC honors four outstanding employees with Excellence Awards for stellar first-quarter performance.

* * *

More than 30 people representing eight *PC World* publications convene at the *PCW* Asia/Pacific Product Line Meeting in San Francisco.

* * *

COMPUTER! TOTAAL

IDG Netherland's *Computer!Totaal* reaches the 100,000 paid circulation milestone, outdoing VNU's *Personal Computer Magazine*.

* * *

ExecuTrain holds ribbon-cutting ceremony to celebrate move to new quarters. The 80,000 sq. ft. complex is equipped with state-of-the-art training facilities and room to house the 50% to 100% growth the company predicts within the next four years.

* * *

PC World Taiwan honors winners of its annual PC Buyer's Choice Awards.

10+ YEARS

Ursula Sauter, 17 • Ed Scannell, 15• Shirley Ingram, 14 • Helga de Gregori, 14 • Fernando Moran, 13 • Joan Pinsky, 13 • Pam Valentinas, 13 • Cynthia Sparrow, 12 • Dave Vellante, 12 • Dorthe Theodoraki, 12 • Juan Manuel Sáez, 12 • David Sanders, 11 • Richard Fachtan, 11 • Carlos Alberto Pereira, 11 • Leslie Barton, 11 • Wolf-Dieter Lorenz, 11 • Dorthe Christensen, 11 • Leif Rasmussen, 11 • Terry Lee, 10 • Joan Swarms, 10 • Mª Dolores Hermosell, 10 • Ramon Nacenta, 10 • Joachim Herbert, 10 • Aromi Rajon, 10 • Jorge Silva, 10

Federal Computer Week logs a memorable month with the publication of its largest issue ever, a 55% market share, a sold-out Federal 100 awards dinner, and high traffic and good visibility for the *FCW* booth at FOSE, the federal computing community's key exposition.

* * *

Apple CEO Michael Spindler delivers keynote at *Macworld Sweden*-sponsored seminar focusing on multimedia and communications. Above, IDG Sweden Managing Director **Bengt Marnfeldt** (right) introduces Spindler.

* * *

Network World's March 27 issue boasts a vibrant redesign along with a record-breaking number of ROP, product classified and recruitment advertising pages.

* * *

Twenty managers, representing every U.S. publishing operation and one overseas unit, gather at Babson College in Wellesley, Mass., for a week of intensive exploration of the various components of IDG's publishing process at the eighth annual Publishing Institute.

10+ YEARS

Nancy Mallette, 16 • Ann Finn, 15 • Penny Rigby, 12 • Elisabeth Franconeri, 11 • Edward Acly, 11 • Penny Winn, 11 • Lisa McGrath, 11 • Lory Dix, 11 • Robert Wallace, 11 • Robert Callery, 11 • Yannick Robain, 11 • Richard Mikita, 10 • Karen Wallace, 10 • Diane Lalumiere, 10

IDC France hosts more than 200 customers and prospects at a briefing and presents its new series of demand-side research and major findings from the IDC Global IT Survey.

* * *

Colin Crawford (left) named president of Macworld Communications and publisher of *Macworld*, while **Gene Gable** (right) assumes publisher post at *Publish*.

* * *

IDC ushers in third decade of its Directions computer industry briefing sessions with presentations in Boston and Santa Clara, Calif., that draw over 1,500 attendees.

APRIL

GamePro Greece, produced by Athens-based licensee Delta Graph, debuts with a circulation of 5,000. During the next three months, circulation revenue will jump 43%.

* * *

IDC U.K. releases *Software, Computers and Communication*, a study examining household attitudes toward computing.

* * *

InfoWorld Research and IDG Research Services conclude the Second Annual Iway Poll which shows that 84% of *IW* subscribers have, or will soon have, Internet access at work.

* * *

Twenty IDG employees gather for three days of cross-departmental learning at the bi-annual Management Publishing Institute in Half Moon Bay, Calif.

IDG Books Worldwide marks its fifth anniversary with record revenues, a global "Super Dummies" campaign and a Cinco de Mayo fiesta for employees and clients.

* * *

PC Welt earns a silver medal at the "Best of Europe 1995" Pan-European Direct Marketing Awards for its promotional campaign.

* * *

In a pair of firsts, *PC Welt* hits 268,980 copies and *MacWelt* hits 50,459 copies.

* * *

Network World Unplugged debuts in New York City and draws over 6,000 IS professionals.

> *"The long-stated goal of IDG has been to grow the company at twice the rate of growth of the IT marketplace. IDG has consistently met or exceeded that goal and there is every reason to believe we will continue to do so."*
>
> ***-Bill Murphy, then-IDG executive vice president/finance, in an Online column, 7/24/95***

Computers & Software, IDG's Ukrainian licensee, organizes Computer EXPO'95/ Spring in Kiev and rolls out first color issue of *CW Kiev*.

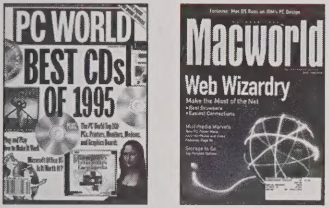
* * *

IDG Chairman **Pat McGovern**'s whirlwind tour of China includes visits with staff of *China Computerworld*, *China InfoWorld* and IDG Asia.

First *Computerworld/InfoWorld* Global Product Line Meeting provides interactive forum for 100 representatives from IDG offices in 30 countries.

* * *

Computerworld Italia creates three new editorial sections on IT developments for financial institutions, open systems and distribution channels.



PC World and *Macworld* take home Maggie Awards — honors presented annually to magazines, tabloids and newsletters published in or for distribution in the U.S.

* * *

IDC's Communications Group conducts its first "on-'net" survey of Internet users, "Consumers for Internet Commerce," and learns valuable lessons about surveying via the Internet.

* * *

Editors from IDG's U.S. publications convene at IBM in Somers, N.Y. for the first IDG Editors' Day, sponsored by the IDG News Service. Vendors presented product and marketing strategy mixed with news and technical detail.

* * *

Computerworld Editor **Paul Gillin** (far right) is named MVP in Computer Bowl VII, sponsored by the Boston Computer Museum.

* * *

Findings of IDG Marketing Services Europe's first full-fledged research study, "Buyers and Your Brand," released at client presentations in London. Interviews with more than 1,400 European IT users show relationship between customers and brands of PC products they buy. Microsoft cited as top brand in Europe.

> *"The third quarter was a very difficult one for IDG. The delay in the release of Windows 95 impacted advertising pages and book releases for all of our business units and we continued to experience major paper price increases."*
>
> **-Jim Casella, IDG COO**

* * *

Four months after its launch, *Telecom Product World* is off to a strong start in the Chinese market with steadily increasing ad pages and circulation.

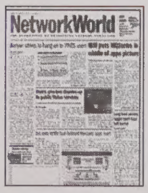
* * *

IDG publications pocket honors at the Tenth Annual Computer Press Awards, the oldest and most prestigious awards in technology journalism. IDG Books Worldwide and *Macworld* rake in three awards each; *PC World* and *InfoWorld* take two; *Federal Computer Week*, *Computerworld* and *Advanced Systems* each claim one.

* * *

Business Computer Publishing launches *I+way*, focusing on the "how-tos" of using the Internet.

* * *



Network World turns nine.

Against the backdrop of a market experiencing tremendous change, *Publish* creates 56-page advertorial supplement to give top vendors an opportunity to discuss accomplishments and their vision for the future. Reader and vendor reception is so enthusiastic, more supplements are planned.

* * *

IDG Marketing Services U.S. releases latest findings in its "Buying IT in the '90s" research, a decade-long investigation into the forces that influence technology purchases. Among the most significant findings of "Brand Power in Enterprise Computing": strategic vendor relationships are in flux; the client/server model is here to stay; brand is built on more than strong products.

* * *

IDC runners **Susan Frankle** and **Iain Gillott** raise $2,600 for Dana Farber Cancer Research and finish the 26-mile Boston Marathon.

* * *

IDG Australia takes the wraps off *Computerworld Jobs Today*, an online job resource bank available on the World Wide Web, as well as *Computerworld Today*, a daily fax service providing local and global IT news.

* * *

IDG business units participate in the "Take Our Daughters to Work Day," sponsored by the Ms. Foundation.

MAY

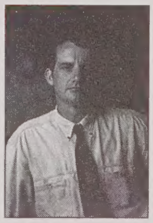
IDG Argentina adds the bimonthly *Computerworld Client/Server Journal* to its list of publications. It is the third such publication by an IDG company, following in the footsteps of *CW* in the U.S. and in Australia.

* * *

COMPUTERWORLD
IDG
TELECOM

IDG Communications Publishing Group SRL, IDG's Romanian licensee, kicks off advertising campaign using buses to carry oversized *Computerworld*, *PC World* and *Telecom Romania* logos.

* * *



Chris Keall, *New Zealand PC World* assistant editor, wins "Best Single Computer Feature" award at the 1994 Qantus Media Awards for his article, "Mass Market PCs."

* * *

Adoption of Lotus Notes on a global scale is the focus of this year's IS functional meeting.

Macworld U.K.'s aggressive policy of newsstand promotions has yielded a 100% increase in newsstand sales for the publication over the previous year. The May issue achieved the second highest newsstand sales in the U.K. among all Macintosh-related publications.

* * *

100% Pure Mac Entertainment
MacAction
DOOM II
Bombs Away
Star Performa
Born Yesterday
Power Previews
Marathon
Win!

Responding to Apple's renewed push into the U.K. PC market, IDG Media launches *Mac Action*, the country's first Mac-entertainment-dedicated title.

* * *

Newport, R.I. serves as backdrop for fourth annual Marketing and Research Function Meeting, co-chaired by IDG Research President **Kathy Dinneen** and IDG Marketing Services Director of Marketing **Chris McAndrews**. Sixty-four IDG professionals gather for four days of intensive analysis of current and future practices.

* * *

To mark its third anniversary, *Computerworld Chile* unveils a redesign incorporating a new logo.

10 YEARS+

Ann Clark, 19 • Robert Wescott, 17 • Karen Weston, 15 • Marilena Maia, 15 • Christian Mahler, 15 • Colleen Hayes, 14 • Deb Waters-Colacchio, 13 • Dorothy Adams, 12 • Mette Lautrup, 12 • Stefan Liba, 11 • Doug Barney, 11 • Cristina Escobar, 11 • Mitch Betts, 11 • Andreas Dunse, 10 • Rudolf Schuster, 10 • Walter Kainz, 10 • Frank Gens, 10 • David Blackburn, 10 • Gayle McElroy, 10

STAFF OF IDG TAIWAN PUBLISHES A SPECIAL ISSUE OF *Computerworld/InfoWorld Taiwan to commemorate the weekly's sixth birthday and 300th edition.*

More than two dozen sales managers representing 10 of IDG's U.S. publications gather in Dallas for the annual Sales Management Conference to explore ways to boost sales productivity.

* * *

IDG Marketing Services Europe organizes first European Global Summit in Barcelona. Discussions centered on pan-European marketing and fostering IDG brand awareness.

* * *

Macworld releases the 1994-95 international subscriber study conducted by IDG Research Services. Results from nine countries showed widespread acceptance of the Power Macintosh.

* * *

IDG International Publishing Services expands its licensing activities to include expositions; Vice President/Licensing **Lisa Judd** heads up the effort.

* * *

IDG Czech Republic organizes and exhibits at Computer NISA '95-Windows World.

* * *

COMNET PRAGUE '95

THIRD ANNUAL COMNET *Prague attracts 12,800 attendees.*

* * *

CW Czechoslovakia celebrates its fifth anniversary with boat cruise on the Moldau for employees and clients and a volleyball competition for the *Computerworld* Cup.

* * *

PC World Danmark is recognized by leading Danish magazine association for innovative work in merging CD-ROM and print media.

* * *

IDG's second annual European Publishing Institute in Barcelona brings together 22 employees from 11 nations.

* * *

Representatives from the Human Resources departments of all of IDG's U.S. business units gather in Carmel, Calif. for HR Directors Meeting.

* * *

The *Macworld* Editorial Meeting in Lisbon, organized by the *Macworld* Global Product Support Center, draws representatives from 13 *MW* publications.

* * *

IDG Romania celebrates its second anniversary and produces Telecom Show '95, the company's first telecommunications event, as part of CERF '95. The first *PC World Romania* Greatest Awards presented to honor the top-selling products in Romania.

* * *

PC World Belarus debuts as nation's first computer magazine with a circulation of 10,000.

COMPUTERWORLD KIEV, IDG'S FIRST PUBLICATION IN THE *Ukraine, celebrates its first anniversary. In one year CW Kiev has tripled the number of pages and increased circulation by 5,000.*

Infotainment World's E3 premier dazzles industry. With over 40,800 attendees, Electronic Entertainment Expo sets record for largest trade show launch in history.

* * *

Infotainment World takes wraps off GAMESCAN, an in-store, interactive preview kiosk for video game customers and the first of its kind available to retailers.

* * *

IDC's Publications Group passes the 10,000 document milestone.

* * *

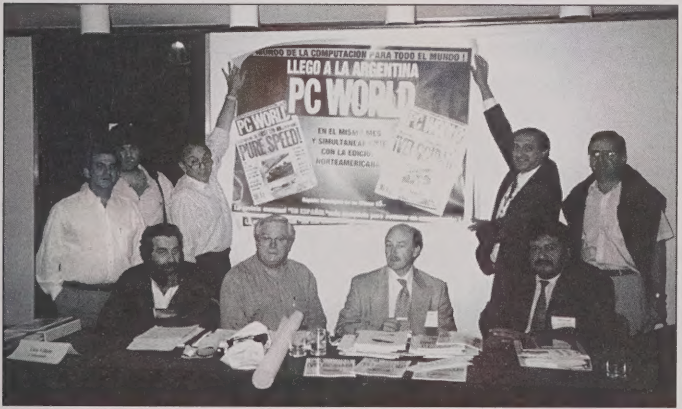
PC World España recognized for attaining the highest ranking for increase in advertising bookings for 1994 among all magazines in Spain. Study published in *Anuncios* magazine also shows *PCW* to have largest circulation jump over previous year with 46% increase.

* * *

IDC publishes "Latin America Channel Partners Profiles," the industry's first study of business models of Latin American dealers, distributors and VARs.

* * *

CW publishes the first *Global 100* in an unprecedented flexing of IDG's worldwide editorial muscle. Multinational supplement focuses on the 100 top users of information technology.



THE LAUNCH OF THE FIRST REGIONAL EDITION OF PC WORLD *dominates the PC World Latin America Product Line Meeting in Buenos Aires.*

* * *

IDG walks away with two Icon Awards for marketing communications excellence. IDG's new corporate trade show booth wins second place in the Trade Show Exhibit category. *Computerworld*'s Customer Vendor Brochure claims bronze medal in Print Collateral category.

* * *

MacWelt teams up with Ringier Verlag to produce the 68-page *Digital Imaging Xtra* supplement.

* * *

IDG PR Database available on Lotus Notes.

JUNE

Computerworld's fourth annual Corporate Technical Recruiting Conference draws a record 300 recruiting professionals with 100 more on the waiting list.

* * *

Macworld U.S. holds first Active Buyers Day bringing readers and advertisers together for product demonstrations and informal dialogue.

JUNE

IBM announces plan to purchase Lotus Development Corp.

* * *

IDG Technika Communications Bulgaria publishes special issue of *Computerworld Bulgaria* called *IT in Accounting*.

* * *

ExecuTrain expands its curriculum to include technical training.

10+ YEARS

Kathy Dinneen, 22 • Therese Bergstrom, 19 • Christine Hiehler, 18 • Debra Sobin, 17 • Cynthia Delany, 15 • Matthew Smith, 15 • Robin Silverman, 15 • Patricia Keefe, 14 • Derek Hulitzky, 12 • Carol Miller, 11 • Henry Morales, 11 • Ole Bolvig Hansen, 11 • Richard Buroni, 11 • David Peterson, 11 • Marilynn Raineri, 10 • Don Best, 10 • Joan-Carol Brigham, 10 • Ed Foster, 10

ComNet Warsaw debuts in Poland. IDG Poland publishes a special pre-show issue of *Networld* that attracts more advertising than in regular the issue.

* * *

IDG Human Resources' Employee Referral Bonus Program pays off. During the first six months of 1995, IDG employees in the U.S. referred one quarter of all new hires.

* * *

Multimedia World surpasses all major computer magazines in advertising growth during the first half of 1995. Compared to the same period in 1994, *Multimedia World* garnered a 56.8% jump in ad pages and an 80.3% increase in revenues.

* * *

IDG Books Worldwide does a brisk business at the American Booksellers Association conference in Chicago. The company's Fourth Annual Executive Briefing draws several hundred attendees.

PC World and *Multimedia World* made available online on Prodigy.

* * *

IDC emphasizes listening techniques in second annual Customer Service Training Day in Framingham.

* * *

IDG's Framingham human resources staff concludes the five module "I'd Rather Be Working" training program for young people involved in Wayside Community Programs.

* * *

IDG and IDC France team up to produce the first On-Line World conference for senior executives and IS professionals.

* * *

Federal Computer Week opens its own test center managed by **Andreas Uiterwijk**, a veteran of *InfoWorld*'s test facility.

* * *

IDG MEDIA PLAYS HOST TO *European Managers at annual meeting in London with a cocktail reception and evening at the theater. Above (left to right):* ***York von Heimburg, Pat McGovern, Kelly Conlin, Jim Casella*** *and* ***Ralph Peter Rauchfuss***.

* * *

Network World holds annual off-site meeting in New York to address the concerns posed by reader and agency panels.

* * *

Macworld's second Active Buyers Day highlights hottest trends in multimedia.

LLEGO A LA ARGENTINA
PC WORLD
COMPUTERWO
IDG ARGENTINA
PC WORLD

IDG ARGENTINA'S MONICA SANS (LEFT) AND SABRINA ***Valcarcel*** *distribute issues of PC World Argentina at Infocom'95.*

Windows World Expo/Tokyo, produced by IDG World Expo Japan, attracts a record 150,168 attendees and 271 exhibitors and remains the world's largest independent Windows show.

* * *

IDG's home page goes live on the World Wide Web with profiles of and links to IDG publications and business units. Averaging 4,000 hits per day from target vendor organizations and agencies.

* * *

First IDC European Sales Training Meeting is held in Surrey, England to hammer out strategies for effective global account management.

* * *

DealerWorld, IDG Spain's newest title, targets distributor channel.

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GamePro U.K. hits the newsstands with an exclusive *Batman Forever* launch cover.

* * *

Computerworld launches its first television ad campaign on four cable networks in four U.S. states.

* * *

CIO staff celebrate the launch of *WebMaster*, a bi-monthly supplement to *CIO*. The publication is devoted to conducting business on the World Wide Web.

WEBMASTER
Serious Business:
There's More to Net Commerce Than Pizzas And Widgets
Outsourcing:
Host My Web Site, Please

* * *

PC World announces winners of the 13th annual World Class Awards at PC Expo. IBM's OS/2 Warp 3.0 wins 1995 Corporate Product of the Year.

* * *

IDG publications capture nine awards for editorial and design excellence at the American Society of Business Press Editors' national awards ceremony in Boston. *Federal Computer Week*, *Computerworld*, *Macworld* and *PC World* honored.

* * *

Computerworld Client/Server Journal presents first Client/Server Excellence Awards to 20 "Client/Server Champions."

InfoWorld expands its InfoMarket advertising section to focus on the Internet and evolving technology.

* * *

IDG East Coast employees raise over $40,000 for AIDS-related causes in the "From All Walks of Life" event.

* * *

IDG Books and Infotainment World to jointly market a new line of video game and PC entertainment strategy guides. IDG Books also signs agreement with Novell Press to publish networking and application-based titles.

* * *

CIO's Executive Programs Kit wins an Ace Award for sales promotion from Business Marketing Association.

* * *

FCW is the only IT publication recognized for editorial excellence by the American Society of Business Press Editors' Central Chapter. Publication wins four awards including Best News Article.

* * *

Kaufberatung: Soundkarten • Farbdrucker
PC WELT
Vobis gegen Escom
Alle PCs anonym gekauft
Der PC-Test des Jahres
120 PCs aller Hersteller: Das sind die Top 40
Gesund am PC
120 Tips: So setzen Sie den PC ergonomisch ein
Winword-Virus
Die neue Gefahr: Tückische Makro-Viren
Ratgeber CD-ROM
• 101 CDs, die sich lohnen
• So entfernen Sie Datenmüll
Windows-Tips
Windows 96
Noch geheim

New media study shows *PC Welt* has largest pass-along readership —1.15 million readers per issue — of any computer title in Germany.

* * *

Computerworld presents the "1994 Best Places to Work" awards in conjunction with its second annual *Best Places to Work* supplement.

IDG Job Opportunities Upate

Monday, December 18, 1995

Database Quality Analyst (CW)
As part of the rollout of major Lotus Notes development activities within the Computerworld Sales, Marketing and Production areas, we are looking for someone to coordinate all activities related to managing the quality of our databases. Responsibilities include analyzing Notes applications, assisting departments with loading and unloading databases to the Comptuerworld databases and assist users in the proper use and training of database users. The database analyst will also be responsible for linking Notes databases to external database applications in WWW applications and SQL databases.

Regional Manager (CWIMD)
Responsibilities include developing sales contact base, promoting and selling Computerworld's Lead Management Services. Requires knowledge of database or inquiry management services as well as the IT industry. Sales experience and the ability to work independently also required.

Electronic Delivery Coordinator (IDC)
The Electronic Delivery Coordinator will initially be involved in CD-ROM production and customer service. Must have knowledge of IBM and Macintosh PC's, electronic publishing, and experience with Adobe Acrobat, Lotus Notes, and macro languages such as Wordbasic. Requires excellent organizational, interpersonal and project management skills. Experience with the Internet, HTML, SGML a plus.

Copy Editor (IDG/B)
Responsible for editing manuscripts for grammar, spelling, punctuation, clarity, and accuracy. Must have excellent organization and communication skills, high professional standards and the ability to perform well under pressure. Requires BA in English or equivalent, book publishing experience and word processing experience.

Manager, Customer Support (IDG/B)
Responsible for developing internal customer support for the company's market channels and customer base. Must have extensive customer support knowledge and background and experience with book publishing. Computer software technical support and business start-up experience a plus.

Marketing Coordinator (IDG/B)
Will assist the International Sales Department with producing sales and marketing materials, organizing mailings, and filing. At least 2 years of general office experience is required. Must have a BA in marketing or related field and/or 1 + years experience in marketing support.

Marketing Manager (IDG/B)
Will assist in the development and execution of advertisements, press relations, trade shows, special promotions, product updates, and catalog issues. Must have 3 years marketing experience as well as copy writing, design, and sales experience. Publishing background preferred.

Account Executive (IDG/B)
Seeking an account executive responsible for the marketing and sales activities in designated export territories. Must have a successful sales record with knowledge of international marketing and export sales. Creative problem solving skills and prior experience in book sales is required. Foreign language skills preferred.

Account Manager (IDG/B)
Qualified candidate will possess a thorough knowledge of publishing sales and a wide exposure to the computer industry. Should have previous sales or account management experience, customer service experience as well as excellent communication and leadership skills.

Direct Sales Representative (PT) (IDG/B)
Will work with Account Managers to provide direct sales and marketing assistance for IDG Books into the Education markets. Responsibilities include providing price information, establishing accounts, and processing orders. Must possess successful experience in business or education sales and outbound phone sales. BA with teaching experience desired.

Director, Export Sales (IDG/B)
Primary responsibilities include managing existing international distribution channels, developing sales and marketing plans, and identifying and developing new channels. Ideal candidate possesses sound knowledge of international marketing and export sales. Must have 7 years of sales experience with a minimum of 5 years at the management level.

Key Account Sales & Merchandising Representative (IDG/B)
Responsible for selling and developing major accounts with regional chains, wholesalers, software/hardware distributors, etc. Will provide intense attention to these key accounts to maximize business growth. Will also identify and develop new key accounts.

Sales and Merchandising Representative (IDG/B)
The Sales and Merchandising Representative will help us meet the needs of the marketplace and new retailers. We are seeking a bright, flexible individual to conduct sales both in person and over the phone. Bachelor's degree required.

Special Sales Representative (IDG/B)
The Special Sales Representative will be responsible for developing sales into various specialty areas including golf, wine, and gardening. Seeking a creative, flexible individual with prior sales experience. Sales experience in book publishing a plus.

Sales Operations Assistant (IDG/MSD)
Seeking a motivated, well-organized individual to distribute call reports over e-mail; and maintain contract billing, competitive databases and client files. The assistant will also review advertising records, handle report requests and perform other office duties. To succeed in this fast-paced, dynamic environment, candidates must be detail-oriented and have Mac (including MS Word and Excel), data entry and bookkeeping skills.

Financial Manager (IDG/MSD)
The individual in this position will create systems for budget administration; plan, report, forecast and analyze expenses and variances for executive management; recommend expense controls and cost reduction strategies to executive management; negotiate leases and vendor agreements; and supervise support staff. Key success factors for this position are superior analytical, quantitative, and interpersonal skills; an entrepreneurial spirit; attention to detail; a team orientation; and ambition. Two to three years previous financial and management experience is required.

Marketing Assistant (IDG/MSD)
The individual in this position will provide administrative support for the marketing department with primary focus on public relations efforts. Successful candidates will have the ability to handle multiple tasks in a busy environment. Excellent organization and communication skills as well as database proficeincy are a must.

Customer Service Manager (IDG/Newsletter)
Responsible for managing and motivating a team of Customer Service Representatives for a PC-based in-house fulfillment system. Will also assist with the day-to-day operations of the department. Excellent follow-through and problem solving abilities are essential. Requires excellent telephone, data entry and computer skills. Two to four years of circulation fulfillment experience in a fast-paced, multi-product publishing company preferred.

Research Account Manager (IDG/Rsch)
Candidate must possess working knowledge and understanding of market research survey methodologies for mail and telephone surveys as well as for focus groups. Experience in survey development and procedures, questionnaire design, data analysis and report preparation is essential. Responsibilities will also include heavy vendor and client contact as well as interaction with sales representatives. Requires excellent writing and analytical skills, the ability to handle multiple tasks, knowledge of the computer industry, and 3+ years of related experience.

Inside Sales Account Representative (IFTW)
The Inside Sales Account Representative will be responsible for contacting new show prospects and managing client relationships. Three to five years sales experience and BS/BA required. The ideal candidate possesses the ability to manage multiple tasks and strong communication and organizational skills, which are essential to success in this position.

Art Director (IMI NV)
The Art Director will develop a style and look for our online publication, and will direct freelancers to produce art, cartoons, animation, artistic audio and other visual elements to support editorial and to attract and keep our audience's attention. Will also perform illustration and design work.

Editorial Apprentice (PT) (IMI NV)
The Editorial Apprentice will provide administrative and editorial support to the editors. Typical projects will include help in testing products for reviews, as well as writing and testing tutorials produced by the technical editor. May perform story research and interviews in time. (15-20 hours/week)

Editor/Sr. Editor (IMI NV)
We are seeking an Editor or Senior Editor of Reviews and Features. This individual will write, assign and edit features, and work with writers and other staff editors to develop audio, source code, applets, video, and visual elements to support the story.

Online Editor (IMI NV)
This position requires someone who can create a sense of community, online sharing, and hipness among our unique audience of Web developers, business people, and other Weberatti. The online editor will handle online special events, contests, online polls, chat rooms, shared areas, threaded conversations, etc. and will be our Internet ambassador, cheerleader, and omnipresence. He/she will also support news, hands-on help, reviews, and features.

Technical Editor (IMI NV)
Will assign and/or write all hands-on-help features, and will edit all tutorial elements. Will also work closely with other departments to provide tutorial content to support reviews, features, and news. Will read and test all editorial content for the site/publication. Responsible for creating, buying, editing, and modifying all code. Also responsible for the technical accuracy and relevance of all editorial.

Multimedia Copy Chief (IMI NV)
This person will handle style creation, evolution, and enforcement in all HTML documents, as well as check everything from facts to HTML links online and work with staff and freelancers. Requires familiarity with online content, HTML, and previous copy-editing experience at other high-tech publications.

Webmaster (IMI NV)
The ideal candidate will give us a sense of what's possible and provide us with current and relevent information on the internet. The Webmaster will also keep us up and running, which includes interfacing with outside agencies and consultants, as well as extensive hands-on work.

Copy Editor (MAC)
The Copy Editor will copyedit and proofread editorial materials for the magazine. This position requires a minimum of 2 - 3 yearsof copyediting and proofreading experience; a thorough knowledge of "The Chicago Manual of Style," and the ability to work well under pressure and adhere to deadlines.

Copy Chief (NW)
Network World is looking for someone to manage the flow of copy and graphics for the weekly newspaper and supplements, with a staff of two direct reports. This is a hands-on editing position and requires 3-5 years experience working on a copy desk, preferably editing technical material. One to 2 years of management experience with a journalism or english degree is preferred. The ability to meet deadlines, work under pressure and skillfully plan out projects are essential skills.

Senior Writer, Online (NW)
Working on both the weekly NWW Newspaper and NWW's Fusion Online Service, the Senior Editor will be responsible for boosting appeal of Fusion through the creation of exciting conferences and original online content. Will also use Internet experience and resources to help break news about the Internet and other network topics. Requires 3-5 yrs solid journalism experience. Knowledge of Internet and HTML preferred.

Product Development Specialist (PCW)
The Product Development Specialist is responsible for the creation, production and ongoing management of content development for CD-ROM and related ancillary products for the PC W Online Services Group. This individual will act as the primary content producer on the design and development of PCW CD-ROM products; oversee technical and other support efforts for CD-based products; stay abreast of key multimedia technologies; and help identify and evaluate new business opportunities. Requires excellent organizational and communication skills; expertise with PC-platform business and multimedia software; and extensive experience in CD-ROM development, production requirements, cycle times and processes.

CC	Edit	Managing Editor, Computer Currents	Emeryville, CA	R. Luhn	P: (510)547-6800	F: (510)547-4613
CCI	Prod	Manufacturing/Production Expert	Peterborough, NH	J. Engel	P: (603)924-7271	F: (603)924-7013
CCI	Sales	Advertising Director	Peterborough, NH	J. Engel	P: (603)924-7271	F: (603)924-7013
CIO	Admin	Administrative Assistant	Framingham, MA	A. Jones	P: (508)935-4315	F: (508)935-4600
CIO	Edit	Senior Writer	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Edit	Staff Writer	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Exec	Managing Director, Custom Publishing	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Sales	Account Executive	Fairfield, NJ	A. Jones	P: (508)935-4315	F: (508)935-4600
CIO	Sales	Ad Sales Director - Webmaster	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CIO	Sales	New England Regional Manager	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
CW	Art/Design	Graphic Designer	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Edit	Senior Editor	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Edit	Senior Editor, Management	Framingham, MA	A. Alter	P: (508)620-7714	F: (508)875-8931
CW	Edit	Senior Editor, Management and Storage	Framingham, MA	M. Johnson	P: (508)879-0700	F: (508)875-8931
CW	Prod	Office Production Coordinator	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Prod	Online Layout Specialist	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Prod	Production Specialist	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Sales	Director of Telemarketing	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Systems	Database Quality Analyst	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Systems	Help Desk Technician	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
CW	Systems	MAC IS Support Specialist	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CW	Systems	Notes Developer	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
CW	Systems	Programmer / Analyst	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CW	Systems	Telecommunications Manager	Framingham, MA	S. Perry	P: (508)820-8160	F: (508)879-3760
CWIMD	Admin	Marketing Database Specialist	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CWIMD	Admin	P/T Telephone Interviewer	Framingham, MA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
CWIMD	Sales	Regional Manager	Burlingame, CA	T. O'Connor	P: (508)820-8566	F: (508)879-3760
FCW	Admin	Administrative Assistant	Falls Church, VA	T. Guest	P: (508)935-4766	F: (508)935-4766
FCW	Prod	Production Manager	Falls Church, VA	T. Guest	P: (508)935-4766	F: (508)935-4766
IDC	Admin	Office Manager/HR Liaison	Mt. View, CA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Admin	P/T Library Clerk	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Art/Design	Desktop Publishing Operator	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Edit	Copy Editor (2)	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Edit	Proofreader	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Mktg	Marketing Specialist, Corporate	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Prod	Consulting Production Specialist	Mt. View, CA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Rsch	Communications Consulting Manager	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC	Rsch	Manager, PC Distribution Channels	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Research Analyst, IDC European Commerical Syst	London, England	S.Frankle	P: (508)935-4132	F: (508)935-4610
IDC	Rsch	Research Analyst, Personal Systems	Mt. View, CA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Research Assistant, (PT)	Framingham, MA	E. Martin	P: (508)935-4649	F: (508)935-4610
IDC	Rsch	Research Director, UNIX	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Research Manager, LPS	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Senior Industry Analyst, Networking Distribution	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Rsch	Senior Industry Analyst, Software Distribution C	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Sales	Account Executive	Mt. View, CA	D. Bernardi	P: (508)935-4361	F: (508)935-4610
IDC	Systems	Electronic Delivery Coordinator	Framingham, MA	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC	Systems	IS Training Specialist	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC	Systems	Research Manager, Unix & Server OS	Framingham / Mt. View	D. Miller	P: (508)935-4133	F: (508)935-4610
IDC/LINK	Rsch	Dir, Interactive Media/Mass Mkt. Info. Serv	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC/LINK	Rsch	Research Analyst	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600
IDC/LINK	Rsch	Senior Research Analyst	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600

IDC/LINK	Systems	Information Specialist	New York, NY	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG	Admin	Data Entry Clerk	Framingham, MA	T. Guest	P: (508)935-4766	F: (508)935-4766
IDG	Admin	Sales Assistant	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
IDG	Finance	Part-Time Bookkeeper	Framingham, MA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG	Finance	Senior Accountant	Framingham, MA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG	Finance	Senior Tax Accountant	Framingham, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG	HR	HRIS Administrator	Framingham, MA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG	HR	Human Resources Assistant	Framingham, MA	M. Koethe	P: (508)935-4531	F: (508)935-4600
IDG	Systems	Information Systems Consultant	San Francisco/San Mateo	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/B	Admin	Acquisitions Assistant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Admin	Administrative Assistant, Dummies Press	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Admin	Administrative Assistant, Production	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Admin	Distribution Coordinator	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Admin	Executive Assistant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Admin	Inventory Coordinator	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Art/Design	Page Layout Technician	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Edit	Acquisitions Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Edit	Copy Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	Copy Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Edit	Copy Editor, Dummies Press	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	Developmental Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Edit	Editorial Assistant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Edit	Editorial Assistant, Dummies Press	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	Editorial Director	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	Editorial Manager	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	On-Line Acquisitions Editor	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Edit	Permissions Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	Project Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	Proof Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	Reprint Editor	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Edit	Senior Acquisitions Editor	Braintree, MA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Edit	Technical Writer	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Exec	Director, Operations	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Exec	New Business Dev/Acquisitions Director	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Finance	Cost Accountant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Finance	Staff Accountant	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Mgr	Manager, Customer Support	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Mktg	Manager, New Business Development	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Mktg	Marketing Coordinator	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Mktg	Marketing Manager	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	PR	Manager, Public Relations	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Prod	Quality Control Manager	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Sales	Account Executive	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Account Manager	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Channel Sales Merchandising Rep	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Channel Sales & Merchandising Rep	Nashville, TN	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Channel Sales & Merchandising Rep.	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Channel Sales & Merchandising Rep.	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Direct Sales Representative (PT)	Dallas, TX	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Director, Export Sales	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Director, National Accounts	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Executive Director, US Sales	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206

IDG/B	Sales	Key Account Sales & Merchandising Representativ	NY/CA/CO	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	On-Line Marketing Manager	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Sales and Merchandising Representative	CA/NY	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Sales	Special Sales Representative	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Systems	Director, LAN Tech. & Communications	Foster City, CA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/B	Systems	LAN / Applications Programmer	Indianapolis, IN	J. Maroney	P: (317)596-5222	F: (317)596-5240
IDG/B	Systems	Systems Specialist	Braintree, MA	P. Levenduski	P: (415)655-3015	F: (415)655-3206
IDG/CSC	Admin	Executive Assistant	Boston, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG/CSC	Admin	Presentation Assistant	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/CSC	Exec	Director, Business Analysis	Boston, MA	S. Brown	P: (508)935-4099	F: (508)935-4600
IDG/CSC	Finance	Financial Analyst	Boston, MA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Admin	Sales Operations Assistant	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Finance	Financial Manager	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Mktg	Marketing Assistant	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	PR	Public Relations Manager	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Sales	Manager, National Accounts	Stamford, CT	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/MSD	Systems	IS Specialist	San Francisco, CA	P. Fowler	P: (508)935-4796	F: (508)935-4600
IDG/Newsletter	Mgr	Customer Service Manager	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newsletters	Admin	Customer Service Representative	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Newsletters	Admin	Fulfillment Coordinator (PT)	Boston, MA	L. Connolly	P: (508)935-4791	F: (508)935-4600
IDG/Rsch	Sales	Research Account Manager	Framingham, MA	P. Reilly-Lemire	P: (508)820-8919	F: (508)935-4600
IFTW	Admin	Customer Service Rep, Circulation	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Admin	Order Entry Representative (PT)	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Edit	Show Daily Editor	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFTW	Exec	Publisher, PCE	San Mateo, CA	C. Yam	P: (415)286-2546	F: (415)349-5279
IFTW	Expo	Tradeshow Director	San Mateo, CA	C. Yam	P: (415)286-2546	F: (415)349-5279
IFTW	Sales	Inside Sales Account Representative	San Mateo, CA	K. Lynch	P: (415)286-2594	F: (415)349-5279
IFW	Edit	Assoc/Senior Editor - Desktop Systems	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0558
IFW	Edit	Copy Editor	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Edit	Department Editor - Networking	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Edit	Editor, Enterprise Team	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Edit	Executive Editor, InfoWorld Electric	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Edit	Reporter	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Edit	Reporter - Hardware	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
IFW	Edit	Section Editor / Hardware	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Edit	Test Developer, LAN Team	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0558
IFW	Rsch	Computer Industry Analyst	San Mateo, CA	L. Schmid	P: (415)312-0669	F: (415)312-0668
IFW	Sales	Advertising Sales Manager, IFW Electric	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Sales	Sales Associate, PT	Framingham, MA	E. Aronowitz	P: (415)312-0673	F: (415)312-0558
IFW	Systems	PC Support Specialist	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Systems	Programmer Analyst	San Mateo, CA	D. Vieraitis	P: (415)312-0566	F: (415)312-0558
IFW	Systems	Test Developer, Communications	San Mateo, CA	S. Barnes	P: (415)525-3464	F: (415)312-0668
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IMI NV	Edit	Editorial Apprentice (PT)	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	Edit	Editor/Sr. Editor	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	Edit	Online Editor	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	Edit	Technical Editor	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	Systems	Multimedia Copy Chief	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
IMI NV	Systems	Webmaster	San Francisco, CA	C.Meade	P: (415)978-3292	F: (415)442-0189
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ISG	Systems	Content/Administrative Engineer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Systems	Content/Document Engineer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799

ISG	Systems	C, C++ / Perl Programmer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Systems	Network Administrator	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Systems	SQL / Web Programmer	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
ISG	Systems	Web Generalist	San Mateo, CA	C. Neumann	P: (415)312-0501	F: (415)286-6799
IVI	Rsch	Research Director	Falls Church, VA	M. Koethe	P: (508)935-4531	F: (508)935-4600
MAC	Admin	Administrative Assistant	San Francisco, CA	M. Chow	P: (415)978-3272	F: (415)442-0766
MAC	Admin	News Coordinator	San Francisco, CA	G. Gruman	P: (415)978-3176	F: (415)442-0766
MAC	Edit	Copy Editor	San Francisco, CA	R.Henrich	P: (415) 978-3238	F: (415) 442-0766
MAC	Exec	Director of Online Development	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Exec	Publisher	San Francisco, CA	S. Ginenthal	P: (415)978-3203	F: (415)978-3272
MAC	Mktg	Senior Marketing Manager	San Francisco, CA	C.Koral	P: (415)974-7309	F: (415)442-0766
MHA	Sales	Sales Account Manager	Norwood, MA	K. Quilligan	P: (617)440-2724	F: (617)440-0300
NW	Admin	Office Services Manager	Framingham, MA	M. Cometta Brown	P: (508)820-7474	F: (508)820-3340
NW	Art/Design	Graphic Designer	Framingham, MA	M. Cometta	P: (508)935-4734	F: (508)935-4600
NW	Edit	Copy Chief	Framingham, MA	M. Cometta Brown	P: (508)820-7474	F: (508)820-3340
NW	Edit	Senior Writer	Framingham, MA	M. Cometta Brown	P: (508)820-7474	F: (508)820-3340
NW	Edit	Senior Writer, Online	Framingham, MA	M. Cometta Brown	P: (508)820-7474	F: (508)820-3340
NW	Sales	Advertising Director	Framingham, MA	M. Cometta Brown	P: (508)820-7474	F: (508)820-3340
NW	Sales	District Sales Manager	Sunnyvale, CA	M. Cometta Brown	P: (508)820-7474	F: (508)820-3340
NW	Systems	IS/Web Site Assistant	Framingham, MA	D. Volpe	P: (508)935-4192	F: (508)935-4600
PCW	Admin	Administrative Assistant	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Admin	Administrative Assistant	San Francisco, CA	H. Martin-Mayer	P: (415)978-3302	F: (415)442-1891
PCW	Art/Design	Senior Designer, Informational Graphics	San Francisco, CA	R. Kanes	P: (415) 978-3333	F: (415)442-1891
PCW	Edit	Executive Editor	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW	Edit	Fact Checker	San Francisco, CA	A. Kandra	P: (415)978-3302	F: (415)442-1891
PCW	Edit	P/T Assistant Editor, PC World Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Edit	P/T Content Development Specialist	San Francisco, CA	A. Block	P: (415)975-2640	F: (415)442-1891
PCW	Exec	Adv. Director for Market Development	San Francisco, CA	J. Edman	P: (415)978-3250	F: (415)442-1891
PCW	Exec	Chief Information Officer	San Francisco, CA	R. Willoughby	P: (415)978-3205	F: (415)974-7316
PCW	Exec	Director, Business Development & Planning	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Rsch	Research Manager	San Francisco, CA	C.Brink	P: (415)978-3254	F: (415)442-1891
PCW	Sales	Account Manager	Chicago, Il	B. Carrigan	P: (415)974-7405	F: (415)442-1891
PCW	Sales	Director of Sales, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Sales	Sales Account Manager, Online	San Francisco, CA	T. Gewecke	P: (415)978-3153	F: (415)442-1891
PCW	Sales	Western Advertising Director	San Francisco, CA	B. Carrigan	P: (415)974-7405	F: (415)442-1891
PCW	Systems	Product Development Specialist	San Francisco, CA	S. Frankel	P: (415) 975-2668	F: (415) 442-1891
PCW/MMW	Edit	Associate Editor, News	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW/MMW	Edit	Associate Editor, Reviews	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW/MMW	Edit	Editorial Assistant	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
PCW/MMW	Edit	New Media Editor / Multimedia World	San Francisco, CA	R. Glitman	P: (415)267-1769	F: (415)442-1891
Publish	Sales	Account Manager	San Francisco, CA	F. Lee	P: (415)267-1722	F: (415)495-2354

JULY

Connell Communications holds its first Executive Retreat bringing together colleagues from CCI's five offices.

* * *

More than 30 employees from IDG's East Coast business units are among the 15,000 participants in the three-and-a-half-mile Corporate Challenge.

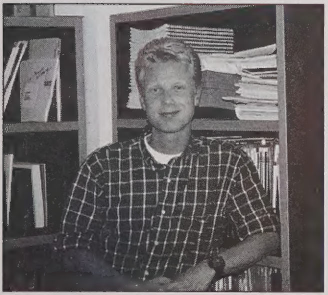
* * *

IDG Brazil commands strong presence at the annual Fenasoft trade show and exposition in São Paulo and holds two special events for executives from the country's most influential IT companies.

* * *

IDG Taiwan gains 283 new subscribers and exceeds retail sales expectations at the Taipei Computer Applications Show.

* * *



As a participant in IDG's Global Fellowship Program, *MW* Netherlands Editor-in-Chief **Oscar Kneppers** spends the summer in San Francisco helping the *Macworld* U.S. staff ready their Web site for launch and learning how to implement a similar site back home.

IDG Austria launches bimonthly *NetWorks* supplement to *Computerwelt.*

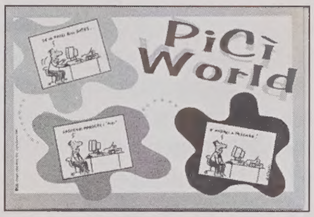
* * *

With innovative redesign and twin CD-ROM cover mounts, *PC Home* nearly doubles its circulation to 60,000.

* * *

IDG Books Online is established to build an online presence for IDG Books Worldwide and to capitalize on the opportunities emerging from the growth of the Internet.

* * *



This month's issues of *PC World Italia* and *Macworld Italia* include comic books for readers to enjoy on summer holiday.

* * *

Computerworld's Custom Publishing Division and CD Solutions team up to offer CD-ROM options with special supplements and white papers.

* * *

IDG Australia pens agreement with Webster Publishing for series of *Australian PC World* CD-ROMs.

* * *

InfoWorld introduces Flash Research service delivering statistically projectable research — based on surveys of *IW* readers — in less than a week.

* * *

SunWorld Online launches, billing itself as "the first major online-only computer magazine."

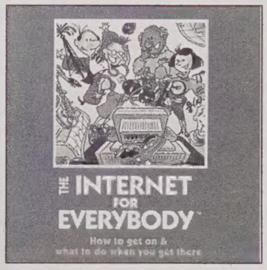
10+ YEARS

Bengt Marnfeldt, 25 • Shirley Day-Kohn, 22 • Eduardo Ostan, 17 • Barbara Howell, 17 • Renate Kretz, 16 • Iris Killinger, 16 • Ursula Pusch, 15 • Scott Mace, 14 • Jeff Pennett, 14 • Georg Sing, 12 • Bernie Hockswender, 12 • Andy Bose, 12 • Stefan Liba, 11 • Sherilyn Driscoll-Coleman, 11 • Barbara Ringer, 11 • Steve Ireland, 10 • Dan Sommer, 10

* * *

PC World becomes the first IDG technology publication to reach the one million paid circulation mark for its rate base.

* * *


THE INTERNET FOR EVERYBODY
How to get on & what to do when you get there

The Internet for Everybody, the first title in the CD Solutions Library, surpasses sales of 110,000.

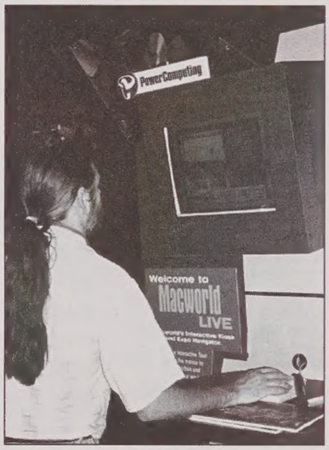
* * *

Infotainment World and *InfoWorld* team up to sponsor Spotlight '95 in Laguna Niguel, Calif. Two-hundred and fifty industry leaders are invited to attend the four-day event, the first such forum to explore the combined influence of the PC, interactive media and entertainment industries on the evolution of interactive entertainment.

* * *

Macworld announces increase in circulation rate base from 575,000 to 650,000.

AUGUST



Macworld makes a splash at MACWORLD/Expo Boston with the unveiling of the *Macworld Live* online service. IDG Books peddles close to $35,000 worth of titles to the over 54,000 attendees.

* * *

CD Solutions releases *The OMG World Guide to Object Technology* CD-ROM at Object World in San Francisco.

* * *

IDC U.K. imports IDC InTEP (Information Technology Experience Programme), IDC Australia's first subscription-based user group for IT directors and managers. After two London briefing sessions, the program has proved a successful forum for information transfer between IT execs.

Federal Computer Week takes home a 1995 Editorial Excellence Award from *Folio* magazine. *FCW* was selected as "Best in Category: Government Publication," for overall editorial quality and realizing the ideals set forth in its mission statement.

✣ ✣ ✣

Results of Intelliquest's 1995 Computer Industry Media Study show that — with an average issue audience of 883,500 — *Computerworld* reaches more business purchase influencers in the U.S. than *Information Week*.

✣ ✣ ✣

FORMER IDG PRESIDENT WALTER BOYD HONORED IN A SEASIDE *celebration in Boston Harbor aboard the temporarily rechristened S.S. Walter Boyd. Flanking Boyd are (left to right): IDG Chairman* ***Pat McGovern****, IDG VP/Corporate Services* ***Marion Kibbee*** *and* ***Lore McGovern****.*

AUGUST

Internet software pioneer Netscape makes IPO. Stock, which is gobbled up by Wall Street investors, triples its selling price by the first day's end.

IDG World Expo Asia announces plans to launch Computerworld Expo in Vietnam — the first large-scale international computer show held in Vietnam since the re-establishment of trade relations between the U.S. and Vietnam. Show slated for Jan.31-Feb.4, 1996.

✣ ✣ ✣

Seven talented college students gain experience at IDG business units through the INROADS internship program, which prepares minority youth for professional careers in business and industry.

✣ ✣ ✣

PC World Communications unveils a diverse assortment of online offerings developed to provide members of the Microsoft Network with the comprehensive information they need to make intelligent PC-related purchasing decisions.

IDG SWITZERLAND CELEBRATES ITS TENTH ANNIVERSARY AT A *cocktail reception for over 240 clients and representatives from the Swiss IT industry. Computerworld marks the 10-year milestone, Macworld celebrates its fifth anniversary and PCtip celebrates its first.*

IDG New Media introduces two new titles for the U.K. market: *The Web* targets the "young intellectual," and *Parents & Computers* bridges the gap between education at school and in the home.

✣ ✣ ✣

DONNA VIERAITIS, *InfoWorld's vice president of Human Resources, named "1995 Advisor/Mentor of the Year" by the INROADS intern program.*

✣ ✣ ✣

IDG and Mitch Hall Associates announce that a new venture, IDG/MHA Event Management, will produce several of IDG's key conferences and expositions in the U.S., including ComNet, SunWorld Expo, MACWORLD Expos in Boston and San Francisco, and, in cooperation with Infotainment World, Electronic Entertainment Expo.

ActiveMedia introduces *Live-DV!*, an online information service that allows subscribers access to case studies about multimedia, sneak previews of new products and back issues of *Digital Video* magazine.

✣ ✣ ✣

High-ranking government officials, educators and local business professionals attend the launch ceremony for *PC World Myanmar*.

✣ ✣ ✣

Following four weeks of intense worldwide competitions involving 300,000 participants, *GamePro* magazine holds its second annual Blockbuster World Video Game Championships in San Francisco.

✣ ✣ ✣

CD solutions signs multiple distribution deals for *The Internet for Everybody*.

10+ YEARS

Eileen O'Brien, 24 • Ingrid Schmid, 19 • Karen Elliot, 17 • Zvonimir Lepusa, 17 • Dagmar Pitschek, 17 • Ann-Charlotte Berg, 16 • Louise Myerow, 16 • Bertrand de Cerval, 13 • Francie Benedict, 12 • Ernest Chamberlain, 12 • Carolyn Novack, 12 • Mary Fanning, 12 • Barbara Lewis, 11 • Joe Kerwin, 11 • Judy Sutter, 11 • Christine Curry, 11 • Sebastiao Meneses, 11 • Siegfried Reich, 11 • Pierre Berger, 10 • Hans Peter Nitzsche, 10 • Janell Brown, 10 • Susan Miller, 10 • Hans Weber, 10

ExecuTrain introduces line of Windows 95 classes designed to ease companies' transitions to the Microsoft operating system.

* * *

PC World's card deck honored by Solar Press for package design excellence in the side-by-side category.

* * *

Computerworld U.S. moves to new offices at 500 Old Connecticut Path in Framingham after 16 years at 375 Cochituate Road.

* * *

COMPUTERWORLD RUSSIA, A *relaunch of the former Computerworld Moscow, debuts with a weekly circulation of 30,000. Above, International Publishing Services President* ***David Hill*** *(right) and VP/Licensing* ***Tim Clarke*** *flank Russian licensee* ***Michael Borisov****.*

* * *

IDG Australia launches *au.World* magazine dedicated to online services to run as a customized supplement in each of IDG Australia's six existing titles.

* * *

PC World teams up with *Working Woman* to co-edit, -design and -publish a special editorial section called "Software Solutions for the Entrepreneur." The report appears in both magazines this month.

AUGUST

Microsoft's long-awaited, much-delayed Windows 95 debuts on August 24.

SEPTEMBER

Survey shows *ComputerScope*, IDG's Dublin-based licensee, to be Ireland's best-read publication among senior IT managers.

* * *

IDG Books capitalizes on Window 95 frenzy with five new titles about the operating system.

* * *

IDG acquires 50% interest in World Times, publisher of *The World Paper*, a supplement to 26 business and economic newspapers largely in developing nations.

* * *

In an effort to learn about new software to be featured in IDG Media's new publication in the U.K., Editor **Rob Smith** applies to the IDG Global Fellowship Program and spends four weeks at *GamePro* in California familiarizing himself with software not yet released in the U.K.

* * *

IDG Denmark launches its World Wide Web server, IDG Web.

* * *

IDG Italy launches newsletter to offer lawyers, judges and notaries suggestions on how to effectively use information technology.

> *"Our mission is to improve the quality of people's lives through the publication of outstanding educational and intellectual products wherever the quest for knowledge and technology intersect."*
>
> ***-John Kilcullen, president and CEO,***
>
> ***IDG Books Worldwide***

IDG Books Worldwide recognized by *Advertising Age* as one of the top 100 marketers in the U.S. The company was honored for its aggressive marketing campaigns and strong global branding strategies for the *...For Dummies* series.

* * *

IDG Marketing Services introduces Wave VI of its "Buying IT in the '90s" research series. *Brand and the Buying Process* shows that computer publications are the single most important source of information influencing key buyers' purchasing decisions.

IDC's fifth annual European IT Forum is held in Paris. Keynote speakers include Microsoft's Bill Gates, Oracle's Larry Ellison and IDG Chairman **Pat McGovern**.

COMPUTERWORLD

COMPUTERWORLD'S SEPT. 4 ISSUE CARRIES AN *unprecedented 30 pages of recruitment advertising — three times its normal number — with 214 recruitment ads that generated more than $500,000 in revenue. Above, the CW Recruitment ad sales team in a rare moment of inactivity.*

10+ YEARS

Nora Hörmann, 21 • Len Rust, 16 • Jane Creighton, 15 • Kevin McPherson, 14 • Paul Gillin, 13 • Larry Bishop, 13 • Suresh Rajon, 12 • Mary Doyle, 12 • Karl Koessal, 12 • Claude Bril, 12 • John Gallant, 12 • Leslie Barton, 11 • Michael McCarthy, 11 • Gebhard Osterwalder, 10 • Mary Gibbons, 10

IDC Europe vertical market report analyzes the presence and influence of incremental innovation and radical innovation on the purchasing process in the business and home IT sectors.

* * *

SEPTEMBER

AT&T reorganizes into three autonomous divisions focusing on telecom services, telecom equipment and global information systems.

More than 40 advertisers sign on for the debut of *Network World Fusion*, a new Internet service that provides added editorial value online and new advertising options that offer direct interaction with readers.

* * *

Computerworld Client/Server Journal earns two awards in the Annual Dimensional Art Directors and Illustrators Show.

PC World Türkiye's September issue doubles its usual circulation through extensive Windows 95 coverage and a cover mount disk.

* * *

PC World Online launches *Windows 95 Online Guide* that includes Tip-of-the-Day, a free E-mail newsletter that delivers a new Windows 95 hint to subscribers each day.

* * *

FEDERAL COMPUTER WEEK *throws itself a party to celebrate ending FY95 with a 51% market share, the first time the nine-year-old publication has captured a lead over rival Government Computer News.*

WELCOME TO
THE WORLD OF
WINDOWS 95

PC WORLD HUNGARY EDITOR-IN-CHIEF SANDOR MESTER *conducts TV interview with Microsoft Chairman Bill Gates on the day Windows 95 debuts in Budapest. PC World Hungary's September issue reached its best circulation mark ever.*

IDG MARKETING SERVICES EUROPE INTRODUCES AN INTERNAL *sales team to build brand preference and advertising volume for IDG titles.*

OCTOBER

MacWorld Netherlands' fifth anniversary issue weighs in with the most ad pages in the publication's history.

* * *

PC World's October issue sets a new IDG revenue record for a single issue. The 279 pages of advertisements generated a whopping total of $5,123,857, topping the previous record, set by *PC World* last December, by more than $80,000.

* * *

Fundamentals of Networking and Data Communications, the newest event produced by *Network World* Technical Seminars, kicks off a 10-city tour in New York City.

New client/server general ledger system in effect for all U.S. business units.

* * *

INFOTAINMENT WORLD *President* ***Pat Ferrell*** *speaks at a Tokyo press conference to introduce plans for the first Electronic Entertainment Expo to be held outside the U.S. IDG World Expo Japan and Infotainment World team up with three of Japan's largest media organizations to co-plan and co-produce the Sept. 19-21, 1996, event in Tokyo.*

* * *

Macworld is the U.K.'s No. 1 Mac business title according to just-released ABC audit figures for the January-June 1995 period. Its total average net circulation for the period was 33,559, representing an edge of 5,000 over its closest competitor.

PC World Online caps off a successful year on America Online and improves its site with a redesign and enhanced editorial.

* * *

FIVE HUNDRED EMPLOYEES, *customers and guests celebrate IDG Sweden's 10th anniversary. Above, IDG Chairman* ***Pat McGovern*** *congratulates IDG Sweden Managing Director* ***Bengt Marnfeldt****.*

* * *

IDG's Manila-based licensee changes its publication's name from *PC Digest* to *PC World Philippines* and begins beta-testing a World Wide Web site.

* * *

Named after the red, green and blue color model used in electronic publishing, *Publish* magazine launches its Web site called *Publish RGB*.

IDG France's *Reseaux & Telecoms* and the IDG News Service join forces to produce special international issue for the Telecom 95 exposition in Geneva.

RESEAUX & TELECOMS
French/English Edition
TELECOMS IN EUROPE
SURVEY OF 25 COUNTRIES
pays à la loupe
Geneva Telecom'95 news

A company's ability to manage information, not the size of its IS budget, was the determining criterion in *Computerworld*'s Premier 100 list of U.S. companies that best deployed IT.

* * *

IDC's 4th Annual Global Accounts Council meets in Montreal. Top clients were invited to offer input on how the company can better serve them, and IDC informed customers about new research products and strategic directions.

10+ YEARS

Helga Biesel, 17 • Nancy Mallette, 16 • Lloyd Cohen, 16 • Steve Woit, 15 • Maria del Carmen Doehler, 15 • Cirilo Lopez, 15 • Karen Giffhorn, 14 • Sheryl Merchant, 14 • Ellen Markoff, 14 • Lucienne Bosser, 14 • David Brown, 14 • Nilcimar Oliveira, 13 • Kim Myhre, 13 • Preben Engell, 13 • Miguel Hermosell, 13 • Karin Wirth-Wernitz, 12 • Valerie Shanks, 12 • Anton Paunert, 11 • Ingrid Holzbauer, 11 • Juan Marquez, 11 • Melvyn Bennett, 11 • Maureen Mottonen, 11 • Madeleine Spencer, 11 • Don Bellomy, 11 • Nadine Cogibus, 11 • Sharon Bryant, 11 • Veronique Lemarque, 11 • Jim Martin, 11 • Bjørd Brodersen, 11 • Sebastião Teles Filho, 11 • Jose Villacorta, 11 • Kalman von Vajna Nagy, 11 • Heiderose Witte, 10 • Carol Spach, 10 • Lene Sekjaer, 10 • Isabel Campo, 10

INFOTAINMENT WORLD'S EVENTS DIVISION ANNOUNCES THAT *it will co-produce the IMA Expo in Sept. 1996, a major multimedia content development show that has the backing of the Interactive Multimedia Association. The announcement was made at a press conference in New York by IFTW President* ***Pat Ferrell*** *(left) IMA Chairman Michael Braun and IDG President and CEO/IDG World Expo* ***Bill Murphy.***

PC World reaches 2.2 million business buyers of personal computing products, more than any measured computer or business publication.

* * *

INFOWORLD ANNOUNCES *formation of a new executive team to build and enhance the IW brand and create several new products.*

* * *

Close to 100 technical recruiters — double the number anticipated — attend the first New England Regional Corporate Technical Recruiting Conference hosted by *Computerworld*'s Professional Development Division.

OCTOBER

Novell puts its Word Perfect division up for sale.

* * *

IDG Taiwan cohosts a notebook computing show in Taipei, raising its profile in the local market and boosting publication circulation and sales of its computer books in the process.

* * *

CD Solutions produces *Using the Internet for Profit*, an instructional CD-ROM for home and small business owners and the first product of its kind aimed at this market. The CD, which sells for $29.95, is the second title in the CD Solutions Library. *The Internet for Everybody* was released earlier this year.

* * *

MACWORLD Expo/Frankfurt attracts 33,695 visitors and 380 companies to its 150,000 square feet of exhibit space.

* * *

CIO, *InfoWorld*, *Computerworld* and *Federal Computer Week* earn a total of six awards at the *Folio* "Celebration of Excellence" dinner in New York.

COMPUTERWORLD PRESIDENT/CEO GARY J. BEACH (CENTER, *back) visits the White House to discuss the success of the Massachusetts Tech Corps, a program he initiated that pairs IT-savvy volunteers with local schools seeking to adopt technology.*

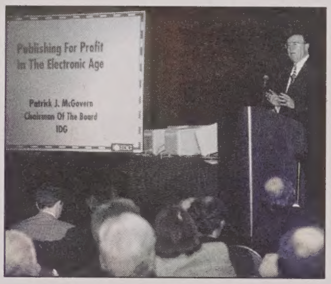
IDC France and IDG Communications France team up with Reed-Expositions France to introduce the PC Show, the country's first major personal computing event.

* * *

IDC initiates a worldwide venture fund to encourage cross-group research on emerging technologies and markets.

* * *

Participants rate the East Coast Management Publishing Institute the best in the program's three-year history.


Publishing For Profit
In The Electronic Age
Patrick J. McGovern
Chairman Of The Board
IDG

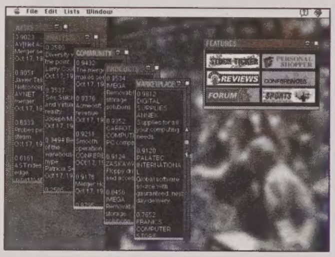
DELIVERING THE KEYNOTE *addresss at this fall's Folio Show in New York, IDG Chairman* ***Pat McGovern*** *outlines his vision for publishing successfully in online environments.*

* * *

CW/IW Global Product Support Center holds first meeting devoted exclusively to circulation management.

OCTOBER

Softbank announces plans to purchase the remaining Ziff-Davis properties including its publications business, Ziff-Davis Interactive, Computer Intelligence InfoCorp, The Cobb Group and Logical Operations.


File
Edit
Lists
Window
COMMUNITY
PRODUCTS
MARKETPLACE
FEATURES
STOCK TICKER
PERSONAL SHOPPER
REVIEWS
CONFERENCES
FORUM
SPORTS

INTERACTIVE SERVICES *Group President* ***Tom Morgan*** *gives Folio attendees a sneak preview of IDG's vision for the future of online publishing. The screen shot above depicts ISG's two-part Web site.*

NOVEMBER

InfoWorld boosts circulation 24% to 310,000.

Multimedia World and CompuServe produce *Multimedia World LIVE!*, the first monthly CD-ROM magazine with hyperlinks to the Internet and an online service.

* * *

Laurentian Technomedia signs license agreement with IDG to produce the first ComNet Canada exposition in June 1996. Above, IPS Vice President **Lisa Judd** inks the deal with **Michael Atkins**, president of Laurentian.

* * *

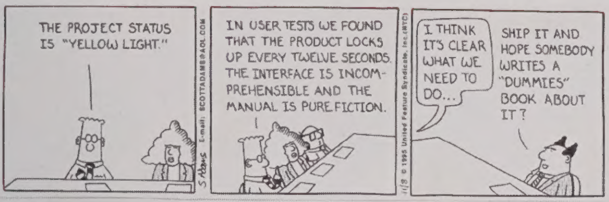
Kaufberatung: Soundkarten • Farbdrucker
PC WELT
Vobis gegen Escom
Alle PCs anonym gekauft
Der PC-Test des Jahres
120 PCs aller Hersteller: Das sind die Top 40
Gesund am PC
120 Tips: So setzen Sie den PC ergonomisch ein
Winword-Virus
Die neue Gefahr: Tückische Makro-Viren
Ratgeber CD-ROM
• 101 CDs, die sich lohnen
• So entfernen Sie Datenmüll
Windows 96
Noch geheim
Windows-Tips

Top-quality editorial spurs record-setting sales of *PC Welt* in Germany: 300,000 issues.

> *"The real opportunity of publishing in the digital age is to enable readers to get more of the information they want with less time and effort, to communicate with other readers who share their specific interests, and to complete transactions."*
>
> ***— Patrick J. McGovern, addressing 450 top publishing executives at the Folio Show in New York.***

DIRECTIONS
DIRECTIONS 95
International Data Corporation
IDC

IDC VENEZUELA'S DIRECTIONS '95 CONFERENCE CONCLUDES *a round of briefing sessions in all six IDC Latin American offices.*


THE PROJECT STATUS IS "YELLOW LIGHT."
IN USER TESTS WE FOUND THAT THE PRODUCT LOCKS UP EVERY TWELVE SECONDS. THE INTERFACE IS INCOMPREHENSIBLE AND THE MANUAL IS PURE FICTION.
I THINK IT'S CLEAR WHAT WE NEED TO DO...
SHIP IT AND HOPE SOMEBODY WRITES A "DUMMIES" BOOK ABOUT IT?
S.Adams E-mail: SCOTTADAMS@AOL.COM
11/8 © 1995 United Feature Syndicate, Inc.(NYC)

IDG BOOKS' "...FOR DUMMIES" BRAND GETS NATIONWIDE *exposure with a mention in the Nov. 8 Dilbert cartoon.*

> *"1996 will mark a new beginning in IDG's global communications effort. Working in conjunction with the business units around the world, we will make IDG not only the greatest provider of information technology, but the most effective user as well."*
>
> **-Jeff DeBalko, VP/Global Communications, IPS**

World Expo Asia and IDG Singapore announce plans for Asia's first information Superhighway Summit, to be held in September 1996 in Singapore. The four-day event has earned the endorsement of several influential government offices, critical to the success of events such as this in Asia.

✣ ✣ ✣

Electronic Entertainment
Full Throttle
WAYS TO Make Your Own Game!
Flight Sim Faceoff!

Electronic Entertainment announces that it will change its name to *PC Entertainment* in January 1996 to reflect readers' growing interest in computer-based entertainment.

✣ ✣ ✣

IDG
COMDEX CAFE

For the fifth consecutive year IDG Marketing Services/U.S. and numerous IDG publications host the IDG Comdex Cafe, a comfortable venue for IDG employees and clients to meet.

✣ ✣ ✣

IDG
ROMANIAN COMPUTER SHOW '95

The Romanian Computer Show, the first show organized by IDG's licensee in Bucharest, quickly becomes a force in the marketplace and opens with sold out exhibit space.

✣ ✣ ✣

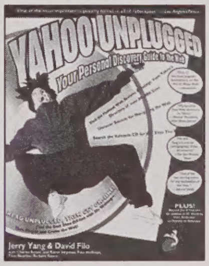
COMPUTERWORLD

Media Transasia, IDG's New Delhi-based licensee, launches *Information Systems Computerworld* for the Indian market.

✣ ✣ ✣

Oft-quoted IDC analysts tally 11 mentions in *The Wall Street Journal*, more than any competitors.

✣ ✣ ✣


YAHOO UNPLUGGED
Your Personal Discovery Guide to the Web
Jerry Yang & David Filo

IDG Books Online publishes its first title, *Yahoo Unplugged! Your Discovery Guide to the Web.*

✣ ✣ ✣

Chairman's Cup for overall management excellence in 1995. Other top publishing performers win awards at the annual IDG Worldwide Managers Meeting.

10+ YEARS

Helen Marnfeldt, 24 • Claudiney Santos, 19 • Diane Utano, 17 • Laura Kunzmann, 17 • Karen Weston, 15 • Bill Laberis, 14 • Michael Masters, 14 • Sylvia Stier, 14 • Craig Pierce, 13 • Alice Longley, 13 • Birgit Götz, 12 • Pat Murphy, 12 • Jim Connolly, 12 • Klaus Uhe, 11 • Charles Babcock, 11 • Kirsten Rådberg, 11 • Marianne Khoubesserian, 10 • Fernando Rodriguez, 10 • Diane Deflorio, 10 • Andrea Kühler, 10 • Klavs Andersen, 10

DECEMBER

GamePro U.K. boasts "the world's most sickening cover mount": The Tequilla Worm Sucker.

* * *

PC World Iceland, the country's only locally produced IT publication, debuts with an initial circulation of 8,000.

* * *

IDG Media creates a special version of *The Web* and includes it as a supplement in one of the U.K.'s most authoritative daily newspapers.

* * *

Multimedia World Greece launches with an initial circulation of 12,000.

10+ YEARS

Michael Lowe, 17 • François Chaussonniere, 15 • Steven Brown, 13 • Steve Josselyn, 13 • Micaela de Almeida, 12 • Julien Pottier, 10

恭賀新禧

Season's Greetings
Meilleurs Voeux
Felices Fiestas
Поздравляю
اطيب التمنيات

From the staff of the
IDG World Update.

The next issue of the
IDG World Update will
appear on Jan. 1, 1996.

The staff of IDG *World Update* would like to extend special thanks to our volunteer photographers who have been on call throughout the year.

Julie Dunn, *PC World*; Kelly Lynch, Infotainment World; Rebecca Patton, IFTW; Rob Rubright, *InfoWorld*; Linda Schmid, *InfoWorld*; Mary Beth Welch, *Computerworld*; Piper Fowler, IDG HR

We look forward to working with these individuals again next year and encourage anyone interested in having their photographic efforts showcased in the pages of *IDG World Update* to contact the editors.

P.S.

We have endeavored to make this issue as representative of the broad scope of IDG/IDC activities as possible, but recognize that we may have omitted some, for which we apologize.

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International Data Group is the leading global provider of information services on information technology, with over 7,200 employees. Its publishing subsidiary, IDG Communications, publishes more than 235 newspapers and magazines in 67 countries. Its research subsidiary, International Data Corp., is the leading market research and analysis firm covering the computer field. Its exposition management subsidiary, IDG World Expo, runs more than 64 computer-related exhibitions and conferences in more than 22 countries. *IDG World Update* welcomes suggestions and contributions from employees. The staff can be reached at 31 Milk Street, Suite 210, Boston, Mass. 02109 U.S.A. Tel: 617-423-9030 Fax: 617-423-0712.